Seat No.: _____ *Enrolment No._____*

GUJARAT TECHNOLOGICAL UNIVERSITY

MBA – SEMESTER – 4 • EXAMINATION – WINTER 2015

Subject code: 2840102 **Date: 03/12/2015**

Subject Name: Services and Relationship Marketing

Time: 02.30 PM TO 05.30 PM

Total Marks: 70

Instructions:

1. **Attempt all questions.**
2. **Make suitable assumptions wherever necessary.**
3. **Figures to the right indicate full marks.**

Q.1 **(a)** Define the following terms: **07**

I. Customer satisfaction
II. Service marketing
III. Credence property of service
IV. Service encounter
V. Skimming pricing
VI. Servicescape
VII. Service blue print

(b) Differentiate between goods and service? Explain challenges faced by service marketers in current business environment. **07**

Q.2 **(a)** Clarify the difference among the four broad categories of services, provide examples for each and explain the service management challenges related to each four categories. **07**

(b) Write down short note on : Flower of service **07**

OR

(b) What types of common issues take place between intermediaries of services delivery channels and what types of strategies can be used for effective service delivery through intermediaries? **07**

Q.3 **(a)** Explain various service pricing strategies for "four customer definitions of value". **07**

(b) Write down short note on marketing communication mix for services. **07**

OR

Q.3 **(a)** Draw the service blueprint of any one of the following services: **07**

(1) Hyper Market
(2) Restaurant

(b) Describe and explain how servicescape play strategic roles. **07**

What are its elements?

Q.4	**(a)**	Draw and explain key waiting line strategies. Write down issues to be considered in making waiting more tolerable & joyful.	**07**
	(b)	Describe the two basic strategies for matching supply and demand, and give at least two specific examples of each one.	**07**

OR

Q.4	**(a)**	Discuss the utility of "Yield Management" & relate it to any two real life examples.	**07**
	(b)	Briefly explain service-based dimensions used by consumers in evaluating "service quality". In addition to this explain tools to analyze and address service quality problems.	**07**

Q.5	**(a)**	Write down short note on: Gap model of service marketing	**07**
	(b)	Explain how evolution of customers' relationship takes place and depict service recovery strategies useful for firm to maintain long term customer's relationship.	**07**

OR

Q.5	**(a)**	Name and explain various self services technologies in services delivery.	**07**
	(b)	What do you mean by "Recovery Paradox" also explain its implications for service manager.	**07**

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