

Seat No.: _____

Enrolment No. _____

GUJARAT TECHNOLOGICAL UNIVERSITY
M.B.A. Sem - IV Examination May 2011

Subject code: 840103

Subject Name: Services and Relationship Marketing

Date: 24/05/2011

Time: 02.30 pm – 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) Explain the characteristics of services and How are they different from goods? **07**
(b) “Services are distinctive from goods, so the same marketing mix cannot be applied to services”, Justify and Elaborate. **07**

- Q.2** (a) Why is targeting the “right customers” so important for successful customer relationship management. **07**
(b) Explain the drivers of managing and curtailing customer defection. **07**

OR

- (b) Discuss the role of CRM for enhancing customer retention and loyalty through better customer relation. **07**

- Q.3** (a) Explain with suitable example the distinction between enhancing and facilitating services. **07**
(b) What are the key strategies for increasing net value to customers? How are non monetary costs related to the net value of services? **07**

OR

- Q.3** (a) Explain “Internet as potentially valued communication channel”. **07**
(b) “It is important to consider the distribution of core and supplementary services separately”. Discuss. **07**

- Q.4** (a) How can service blueprinting be used to design a service and create a satisfying experience for customers? **07**
(b) If customers must wait for service, how can this activity be made less burdensome for them? **07**

OR

- Q.4** (a) Explain the dimensions of the service environment with a suitable example. **07**
(b) “The front line is crucially important for the success of a service firm”, Discuss. **07**

- Q.5** (a) Discuss the Gaps involved in the service delivery according to GAP model. **07**
(b) What are the perceived risks do customer face in purchasing and using services? **07**

OR

- Q.5** (a) Explain the strategies to resolve the Gaps involved in the services delivery. **07**
(b) Why do people often have difficulty in evaluating the services that they use? **07**
