

GUJARAT TECHNOLOGICAL UNIVERSITY**M.B.A -IVth SEMESTER-EXAMINATION – MAY- 2012****Subject code: 840103****Date: 23/05/2012****Subject Name: Services and Relationship Marketing (SRM)****Time: 10:30 am – 01:30 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) Discuss the basic characteristics which make services different from physical goods. Give suitable examples to support your answer. **07**

(b) Southside Resorts have recently opened a new theme park in Hyderabad. Being the first of its kind in Hyderabad, it attracted visitors in thousands. On weekends and holidays, many visitors could not enter the park, as tickets for the day were sold out. The management of the park was unable to cope with the increase in demand because of financial and operational constraints. Discuss the strategies available to Southside Resorts to manage the demand. **07**

Q.2 (a) Discuss the five dimensions of service quality given by Parasuraman, Zeithaml and Berry. **07**

(b) Discuss the role that service personnel play in creating customer loyalty and achieving competitive advantage. **07**

OR

(b) Discuss any four gaps that can occur in service quality and the steps that service marketers can take to prevent any one of these service gaps. **07**

Q.3 (a) What do you understand by the terms: Predicted Service, Desired Service and Adequate Service? How do they influence customer expectations? **07**

(b) What do you understand by the term Service Environment? Discuss the main dimensions of service environment. **07**

OR

Q.3 (a) Discuss the main types of Service Process Redesign. Why is periodic service process redesign necessary? **07**

(b) Take an example of any service of your choice and describe the three stages of purchase process for the same. **07**

Q.4 (a) Explain the 'Flower of Service' concept and identify each of the petals. Discuss the insights provided by this concept to service marketers. **07**

(b) An established restaurant in your city is facing a decline in customers because of new competitors. Discuss which elements of marketing communication mix would you use to increase customer patronage of the restaurant. **07**

OR

Q.4 (a) Discuss the role of Franchisors and Electronic channels in distribution of services. **07**

(b) Explain the non-monetary costs perceived by customers for obtaining services. What can service providers do to reduce them? **07**

- Q.5** (a) 'There is a strong linkage between customer retention and profitability of firms'. Explain. **07**
- (b) Discuss the different marketing approaches available to marketers to move the customers to higher stages of the ladder of loyalty. **07**
- OR**
- Q.5** (a) Discuss the main approaches available to firms to determine the cause(s) of customer defection. Also, explain the main strategies available to firms to improve customer retention. **07**
- (b) Discuss the role of CRM in delivering a customer relationship strategy. **07**
