

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**
