

**GUJARAT TECHNOLOGICAL UNIVERSITY****MBA - SEMESTER- IV EXAMINATION – WINTER 2019****Subject Code: 2840102****Date: 02-12-2019****Subject Name: Services and relationship marketing****Time: 2.30 PM to 5.30 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** 1. \_\_\_\_\_ are the only service distributors which do not require direct human interactions. **06**

- |                            |                         |
|----------------------------|-------------------------|
| a. Electronic Channels     | b. SST's                |
| c. Direct Service Channels | d. Speculative Channels |

2. \_\_\_\_\_ is a key determinant whether a product offering can be classified as product or service:

- |                |               |
|----------------|---------------|
| a. Physicality | b. Audience   |
| c. Tangibility | d. Perception |

3. The characteristic of service that refers to differences in employee's performances is:

- |                  |                  |
|------------------|------------------|
| a. Intangibility | b. Heterogeneity |
| c. Perishability | d. Divisibility  |

4. Which of the following is an example of people element of an airline company's service marketing mix:

- |                      |                     |
|----------------------|---------------------|
| a. Baggage Handlers  | b. Pilots           |
| c. Flight Attendants | d. All of the above |

5. Companies that emphasize acquiring new customers rather than retaining current customers are using \_\_\_\_\_ marketing.

- |                  |                  |
|------------------|------------------|
| a. Transactional | b. Developmental |
| c. Relational    | d. Acquisition   |

6. Services are delivered within the marketing environment. The macro environment can be analyzed using which of the following tools?

- |         |                      |
|---------|----------------------|
| a. SWOT | b. PEST              |
| c. TOWS | d. None of the above |

**Q.1 (b)** 1. Customer Delight **04**  
 2. Low-contact services  
 3. Switching cost  
 4. SST

**Q.1 (c)** Discuss four broad categories of services. **04**

**Q.2 (a)** Explain the concept of core service and supplementary services with an example of any service organization of your choice. **07**

**(b)** Discuss various difference in marketing a product and marketing a service. **07**

**OR**

**(b)** Explain the expanded marketing mix of a service product of your choice. **07**

**Q.3 (a)** Discuss various perceived risks in purchasing and using services. **07**

- (b) What is meant by chasing demand. Explain the concept by taking an example of a service organization. 07

**OR**

**Q.3** (a) Explain the Wheel of Loyalty with appropriate examples. 07

(b) Discuss the role that service personnel play in creating or destroying customer loyalty. 07

**Q.4** (a) Discuss various dimensions of the service organization with appropriate examples. 07

(b) Discuss various strategies for reducing customer defections. 07

**OR**

**Q.4** (a) What are loyalty bonds. Discuss various types of loyalty bonds with appropriate examples. 07

(b) Draw and discuss a blueprint of a service organization of your choice. 07

**Q.5** **ICICI Bank** 14

The way ICICI Bank has promoted itself to become a leader in consumer perception has few parallels in the Indian service industry, especially when you consider the fact that it was earlier a staid development bank in the unglamorous business of project financing, and significantly owned by the governments. At least in the public perception, it was a typical government bank, until it literally changed its colors to an attractive orange-red. Along with a spanking new logo, and aggressive marketing which included print, television and personal selling through mailers and telemarketing, the ICICI Bank almost blanketed the landscape and the consumer's mindspace in the years 2000-02, to emerge as a leading player in the retail banking industry.

**Questions:**

1. Compare the logos of all different banks you have seen. Discuss the attractiveness, and any other features of these logos.
2. Design a logo and a tagline for a new bank of Indian origin, or an old Indian bank that wants to reinvent itself. What principles of design would you employ in doing this task?

**OR**

**Q.5** **Kerala Tourism: God's Own Country?** 14

Kerala had always been considered the 'backwaters' of India – in a negative way. Tourists thought of it as a nice but far away place; to be visited if you had the time, after covering the more popular destinations like the Taj Mahal, Delhi, Jaipur and Goa. But all that has changed, with a single great campaign, based on a memorable line – God's Own Country. As tourism marketers know, a tourist destination sells imagery first, and then depends on the tourists themselves to recommend the destination to their friends, relatives and peer groups. For a long time, Kerala had advertised its boat races held at Alleppey and the elephant ritual at: Thrissur Pooram", and gained some mileage from these too. However, the advertising really started getting into the limelight after the tagline 'God's Own Country' was added to the beautiful images. In addition to the foreign tourists, the campaign successfully entered the tourist map of the world. New investments in Kerala include tourism-related projects at Bekal in the Malabar region.

Tangible things such as good air and road / rail connections, and availability of different types of hotels and resorts also helped, along with the cosmopolitan food habits of Kerala, which is probably the only state apart from Goa where meat and seafood of all types are easily available, to cater to the palates of foreigners who may be predominantly non-vegetarian. Ayurveda practitioners also abound in Kerala, and the oil massages add to the mystique of the destination. Apart from traditional hill stations like Munnar, Kerala offers a forest experience at Thekkady, and in the hills of Wayanad district bordering Tamilnadu and Karnataka.

**Questions:**

1. Develop a campaign for your state to attract foreign tourist.
2. Develop a similar campaign for domestic tourists.

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