

GUJARAT TECHNOLOGICAL UNIVERSITY
MBA – SEMESTER 4 – EXAMINATION – SUMMER 2019**Subject Code: 2840102****Date: 06/05/2019****Subject Name: Services and Relationship Marketing****Time: 10:30 AM TO 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.		06
No.		
Q.1	Objective Questions	MCQ
(a)	Which of the following is not a factor for the growth of the Service Sector	
1.	A. Demographic Changes B. Social Changes	
	C. Economic Changes D. Product Demand Changes	
2.	A Pure Service Include	
	A. Surgery B. Teaching	
	C. Consultancy D. All of the Above	
3.	The tangibles offered by service providers to customers, to confirm the delivery of service or as a simple gift, constitute _____	
	A. Essential Service B. Predicted Service	
	C. Peripheral Service D. Differentiating Service	
4.	Which of the components are not used in measuring Service Quality	
	A. Functional B. Technical	
	C. Assurance D. Demand	
5.	Which of the following is not a component of Service Blueprint	
	A. Line of Interaction B. Line of Reliability	
	C. Line of Internal Interaction D. Line of Dependence	
6.	SEC qualities stands for	
	A. Search, Excellence, Credence B. Search, Experience, Credence	
	C. Search, Experience, Credit D. Stage, Experience, Credence	
Q.1	(b) Explain the following terminologies briefly (One Mark each)	04
	i. Service Marketing Triangle	
	ii. Zone of Tolerance	
	iii. Supplementary Services	
	iv. Essential Service	
Q.1	(c) Discuss the Scope of Service Marketing.	04
Q.2	(a) Discuss the Characteristics of Service Marketing with examples under each of them.	07
	(b) Discuss the extended P's of service marketing with examples for each of them.	07
OR		
	(b) Discuss the factors that influence Customer Perception from view point of service marketing	07

- Q.3 (a) Discuss various types of Customer Retention Strategies a manager adopts in a service organization **07**
- (b) Explain the Flower of Services in detail with examples for each component. **07**

OR

- Q.3 (a) Discuss the factors one should remember while developing a Pricing Strategy. **07**
- (b) Discuss the types of Conflicts in service organisations with examples for each of them. **07**

- Q.4 (a) Draw and explain in detail Service Blueprint for a Restaurant. **07**
- (b) Discuss in details the elements of Physical Evidence with appropriate examples for each of the elements. **07**

OR

- Q.4 (a) Discuss in detail with an appropriate diagram the service GAP model **07**
- (b) What is the role of Branding in Service Marketing? Explain your answer with appropriate examples. **07**

Q.5 Case Study: The Branding of India 14

Indian Tourism Board in association with Experience e Indian Society has launched the 'Incredible India' campaign to attract upscale tourists from across the world. For the first time, the Ministry of Tourism (MoT) has presented the country's tourist destinations as one brand presenting all the Indian states. Ogilvy and Mather, advertising agency, has helped to release powerful print and electronic advertisements. To create brand awareness and attract global tourists, it has launched television commercials on premium channels like CNN, Discovery, BBC and Travel. Moreover, it has released advertisement through the print media in popular publications like Vogue and Financial Times.

The tourism board has also launched an online campaign involving contests on popular web sites like MSN, Google, and Yahoo. The tourism board conducted a global media meet inviting travel writers across the world to communicate the developments in Indian Tourism. The opening up of airline industry also helped to attract more customers by making air travel more affordable. These activities undertaken by the tourism board have establish India as a single product with attractive and rich culture. Thus, India is rated among the top ten destination spots by global tourists and this increased its market share in tourism among other Asian countries like Malaysia, Singapore, Hong Kong and China.

A. Suggests some unique ideas (with reasons for recommending) to Ministry of Tourism (MoT) on how you can increase the tourists flow in India, without compromising the service quality.

B. From the aforesaid case how will you enhance the services presently offered to the tourist by considering the extended P's?

OR

FedEx is one of the world's leading transportation, logistics and supply chain management companies. The company's main focus has been on providing innovative and value added services to its customers. For instance, FedEx pioneered the launch of two new services for its Chinese customers – the Asia One and the North American Next Day Delivery. The new services enabled customers in Beijing, Shanghai, Guangzhou, Shenzhen and other neighboring cities to deliver the packages to 15 Asian cities (through Asia One) and major US and Canadian cities (through North American Next Day Delivery) on the next working day. As a result FedEx became the only company in China to offer such services.

A. As a manager of a Logistics company identify the key success factor for FedEx and link those factors with the concept of Service Marketing.

B. What Relationship Marketing strategy did FedEx used to capture the Chinese market?

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