

GUJARAT TECHNOLOGICAL UNIVERSITY
MBA – SEMESTER – 4 • EXAMINATION – WINTER 2015**Subject code: 2840102****Date: 03/12/2015****Subject Name: Services and Relationship Marketing****Time: 02.30 PM TO 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) Define the following terms: 07

- I. Customer satisfaction
- II. Service marketing
- III. Credence property of service
- IV. Service encounter
- V. Skimming pricing
- VI. Servicescape
- VII. Service blue print

(b) Differentiate between goods and service? Explain challenges 07
faced by service marketers in current business environment.**Q.2 (a) Clarify the difference among the four broad categories of 07**
services, provide examples for each and explain the service
management challenges related to each four categories.**(b) Write down short note on : Flower of service 07****OR****(b) What types of common issues take place between 07**
intermediaries of services delivery channels and what types of
strategies can be used for effective service delivery through
intermediaries?**Q.3 (a) Explain various service pricing strategies for “four customer 07**
definitions of value”.**(b) Write down short note on marketing communication mix for 07**
services.**OR****Q.3 (a) Draw the service blueprint of any one of the following services: 07**

- (1) Hyper Market
- (2) Restaurant

(b) Describe and explain how servicescape play strategic roles. 07

Q.4 (a) Draw and explain key waiting line strategies. Write down 07
issues to be considered in making waiting more tolerable &
joyful.

(b) Describe the two basic strategies for matching supply and 07
demand, and give at least two specific examples of each one.

OR

Q.4 (a) Discuss the utility of “Yield Management” & relate it to any 07
two real life examples.

(b) Briefly explain service-based dimensions used by consumers in 07
evaluating “service quality”. In addition to this explain tools to
analyze and address service quality problems.

Q.5 (a) Write down short note on: Gap model of service marketing 07

(b) Explain how evolution of customers’ relationship takes place 07
and depict service recovery strategies useful for firm to
maintain long term customer’s relationship.

OR

Q.5 (a) Name and explain various self services technologies in services 07
delivery.

(b) What do you mean by “Recovery Paradox” also explain its 07
implications for service manager.
