Seat No.: _____ Enrolment No._____

GUJARAT TECHNOLOGICAL UNIVERSITY

MBA (AM) – SEMESTER – 9 • EXAMINATION – WINTER - 2016

Subject Code: 4190521 **Date: 24/11/2016**

Subject Name: Service Marketing

Time: 10:30 am to 1:30 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)**	What do you mean by "Service"? How services differ from product?	07
	(b)	How services marketing mix differ from product marketing mix? Also explain extra elements of services marketing mix with an example of each one.	07
Q.2	**(a)**	What is "Service Blueprint"? Also explain its various elements with any practical example of any high contact service of your choice.	07
	(b)	Elaborate on the three main approaches of service pricing.	07
		OR	
	(b)	Explain the three-stage model of service consumption.	07
Q.3	**(a)**	Explain the concept of SST (Self Service Technology) with suitable example.	07
	(b)	How physical ambience influence customer response to the service environment?	07
		OR	
Q.3	**(a)**	Describe the role of branding in service marketing.	07
	(b)	Explain the Wheel of Loyalty.	07
Q.4	**(a)**	Explain the "flower of services" concept and identify and explain each of the petals in detail.	07
	(b)	Identify the factors needed to make service teams successful in (a) a hotel and (b) a hospital.	07
		OR	
Q.4	**(a)**	Discuss various alternative demand management strategies for the firms having insufficient demand and insufficient capacity.	07
	(b)	Create guidelines for the frontline staff of your Bank showing tricks to handle customers' complaints.	07
Q.5	**(a)**	Elaborate on the types of service guarantee.	07
	(b)	Write down short note on: Gap model of service marketing	07
		OR	
Q.5	**(a)**	'When waiting is unavoidable make it at least tolerable.' – Discuss.	07
	(b)	Explain different dimensions of the service environment with reference to the Servicescape Model.	07

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