Seat N	o.: _		Enrolment No	
			GUJARAT TECHNOLOGICAL UNIVERSITY MBA - SEMESTER-IV • EXAMINATION-SUMMER • 2014	
•			le: 840103 Date: 28-05-2014 ne: Services and Relationship Marketing (SRM)	
Fime Instruc			am - 13.30 pm Total Marks: 70	
	1. 2. 3.	Mal	empt all questions. ke suitable assumptions wherever necessary. ures to the right indicate full marks.	
Q.1	((a)	Give Examples of intangibility, inseparability of production and consumption, and inability to store, which are some distinguishing feature of services.	(07)
	((b)	Explain Blue Print for Restaurant and explain marketing implications.	(07)
Q.2	((a)	Explain Service Quality dimensions to measure Educational Services.	(07)
	((b)	The competition in fast-food industry became intense with the coming MNCs like McDonald's, KFC, etc., suggest a strategy for the restaurants so as to keep their customers in spite of the competition. How will you evaluate service quality for the fast food industry?	(07)
			OR	
Q.2	((a)	Explain Market segmentation and marketing Strategy for Tourism Services	(07)
	((b)	Explain about SERVQUAL scale and service encounter techniques for Airline industry.	(07)
Q.3	((a)	What is CRM/Explain various strategies for detail about customer pyramid.	(07)
	((b)	Discuss about service recovery strategies and benefits of service guarantees	(07)
			OR	
Q.3	((a)	Explain Service Quality Gap Model with strategic implications.	(07)
	((b)	Explain strategies to manage demand and supply in educational industry?	(07)
Q.4	((a)	Explain role of SSTs(Self Service Technology) in Digital era	(07)
	((b)	Write a short note on	(07)

Importance of branding for Services in Virtual world
 Positioning strategies for services

OR

Q.4 Explain service scape & Service Environments for Airline industry. (a) **(07)**

	(b)	Explain Consumer Decision Making Process for Financial services.	(07)
Q.5	(a)	Explain various pricing strategies for service industry.	(07)
	(b)	Explain role of customer in service Delivery & service channels in electronic media.	(07)
		OR	
Q.5	(a)	Explain role of distribution system in Service marketing	(07)
	(b)	write a short note on ➤ Service encounter techniques ➤ Service promotional strategies	(07)
