Seat No.: _____ Enrolment No._____

GUJARAT TECHNOLOGICAL UNIVERSITY

MBA - SEMESTER–IV • EXAMINATION–SUMMER • 2015

Subject Code: 2840102 **Date: 13-05-2015**

Subject Name: Services Relationship Marketing (SRM)

Time: 10.30 am - 13.30 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)**	Explain the characteristics of services and How are they different from goods?	**07**
	(b)	Why do marketing, operations and human resources have to be closely linked in services but less so in manufacturing? Give examples.	**07**
Q.2	**(a)**	Discuss the significance of search, experience and credence attributes for the communications strategy of a service provider. Assume the objective of the communication strategy is to attract new customers.	**07**
	(b)	Why should service firms focus their efforts? Describe the basic focus options, and illustrate them with examples.	**07**
		OR	
	(b)	Explain the distinction between core, facilitating and enhancing services. Give at least two examples.	**07**
Q.3	**(a)**	What marketing and management challenges are raised by the use of intermediaries in a service setting?	**07**
	(b)	How are customers expectations formed? Explain the difference between desired and adequate service.	**07**
		OR	
Q.3	**(a)**	For organizations serving a large number of customers, what are the advantages and disadvantages of different types of queues?	**07**
	(b)	What is emotional labor? Explain the ways in which it may cause stress for employees in specific jobs. Illustrate with suitable examples.	**07**
Q.4	**(a)**	Explain the dimensions of ambient conditions and how each can influence customer response to the service environment.	**07**
	(b)	Elaborate on the three main approaches of service pricing**.**	**07**
		OR	
Q.4	**(a)**	What are the different types of jay customers and how can a service firm deal with the behavior of such customers?	**07**
	(b)	What could a firm do to make it easy for dissatisfied customers to complain?	**07**

Q.5	**(a)**	What would be an appropriate service recovery policy for a wrongly bounced check for (a) your local savings bank, (b) a major national bank, or (c) a high-end private bank for high net-worth individuals. Please explain your rationale, and also compute the economic costs of the alternative service recovery policies.	**07**
	(b)	Identify the gaps that can occur in service quality and the steps that service marketers can take to prevent them.	**07**

OR

Q.5	**(a)**	Review the five dimensions of service quality. What do the five dimensions mean in the context of (a) an industrial repair shop, (b) a retail bank, (c) a Big 4 accounting firm?	**07**
	(b)	Elaborate on the strategies associated with the concept of relationship marketing.	**07**

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