Seat No.: Elifolilient No.	Seat No.:	Enrolment No.
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Subject Code: 840103

## GUJARAT TECHNOLOGICAL UNIVERSITY

MBA - SEMESTER-IV • EXAMINATION-SUMMER • 2015

Date: 18-05-2015

**Subject Name: Services and Relationship Marketing (SRM)** Time: 10.30 am - 13.30 pm **Total Marks: 70 Instructions:** 1. Attempt all questions. Make suitable assumptions wherever necessary. 2. Figures to the right indicate full marks. **Q.1** What is Services? Explain the characteristic of services. 07 (a) **(b)** Explain the services marketing mix **07 Q.2** (a) Explain customer decision making process in case of services. 07 Explain various attribute (Search, experience, credence) for evaluation of 07 product. OR Explain why services tend to be more difficult to evaluate than goods? **07** (a) What are the distinctive challenges of distributing people processing services, **Q.3** 07 possession processing services and information based services? What roles should intermediaries play in distributing services? **07 (b)** OR What is the implication for a firm of delivering service through both physical 0.3 07 (a) and electronic channels? What are the factors favoring adoption of transnational strategies? **07 (b)** Describe what the objective of establishing pricing. 07 0.4 Describe the pricing strategies. **07 (b)** OR **Q.4** What are the various monetary and non monetary cost involve in pricing? 07 (b) How we can improve the perceived fairness of pricing schedule? 07 **Q.5** What marketing strategies available to smooth out fluctuations in demand? 07 (a) (b) What are the cycle of failure, mediocrity and success in HR for service firms **07** OR How can a services firm build a strong services culture that emphasizes service **07 Q.5** (a) excellence and productivity? Explain the GAP Model of service Quality. What are the strategies to fulfill **07** those GAP

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