Seat No.: _____ Enrolment No._____

GUJARAT TECHNOLOGICAL UNIVERSITY

MBA - SEMESTER–IV • EXAMINATION–WINTER • 2014

Subject Code: 2840102 **Date: 28-11-2014**

Subject Name: Services Relationship Marketing (SRM)

Time: 10.30am - 13.30pm **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 distinction between enhancing and facilitating supplementary services. Give examples of each citing services that you have used recently.	**07**
	(b)	Create a Blueprint of the full service cyber café. Identify several possible OTSUs ("Opportunity To Screw Up) for Each step in the front stage process. Consider possible cause's underling each potential failure and suggest ways to eliminate or minimize these problems.	**07**
Q.2	**(a)**	Select three services: one high in search attribute, one high in experience attribute, and one high in credence attribute. Specify what product characteristics make them easy or difficult for consumers to evaluate and suggest specific strategies in each case to facilitate evaluation and reduce perceived risk.	**07**
	(b)	Explain marketing implication of eight common differences between services and goods along with marketing strategies to overcome it.	**07**
		OR	
	(b)	How are customers Expectation formed? Explain the difference between desired service and adequate service with reference to a service experience you've had recently.	**07**
Q.3	**(a)**	What are the factors that driving the move toward extended operating hours and seven day operations in service industries?	**07**
	(b)	Discuss various implications created because of Intangibility characteristic of Service during promoting it. Also suggest advertising strategies to overcome it.	**07**
		OR	
Q.3	**(a)**	Airlines want to come out with a pricing strategy. Develop a comprehensive pricing schedule by applying the seven questions marketers need to answer to design an effective pricing schedule.	**07**

	(b)	"The corporate design is playing an important role in the designing of effective marketing communication strategy in many service firms." Agree or not. Justify your answer with examples.	**07**
Q.4	**(a)**	Discuss various approaches for redesigning service process with its potential company benefits, potential customer benefits and challenges/limitations.	**07**
	(b)	Identify the factors needed to make service teams successful in (a) a hotel and (b) a restaurant.	**07**

OR

Q.4	**(a)**	Discuss various alternative demand management strategies for the firms having insufficient demand and insufficient capacity.	**07**
Q.4	**(b)**	What tools are available for aiding our understanding of customer responses, and for guiding the design and improvements of service environments?	**07**
Q.5	**(a)**	Discuss various strategies to reduce customer churn.	**07**
	(b)	Create guidelines for the frontline staff of your Bank showing tricks to handle customers' complaints.	**07**

OR

Q.5	**(a)**	Do route-Cause analysis to find problems responsible for the delay of train on railway station.	**07**
	(b)	Draw the figure showing seven service quality gaps and discuss prescription for closing each one of it.	**07**

****