

GUJARAT TECHNOLOGICAL UNIVERSITY
MBA (AM) SEMESTER 09 - EXAMINATION – SUMMER-2018

Subject Code: 4190521**Date: 30/04/2018****Subject Name: Service Marketing****Time: 2:30 PM To 5:30 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? Discuss its reason for growth in India. **07**
(b) Explain the different characteristics of service sector with reference to airline industry. **07**
- Q.2** (a) What are the different techniques of managing Customer Expectations? **07**
(b) Discuss the various methods of measuring service quality with reference to hotel industry **07**
- OR**
- (b) Explain the wheel of loyalty **07**
- Q.3** (a) What are the different techniques of managing Customer Expectations, in this competitive environment, **07**
(b) People are the face of service industry ,justify this statement,with valid example. **07**
- OR**
- Q.3** (a) Write a note on Gap Model of service marketing **07**
(b) Explain the type of service guarantee **07**
- Q.4** (a) Write a note on positioning mapping, with relevant example. **07**
(b) What do you mean by “Service Blueprint”, discuss its advantages? **07**
- OR**
- Q.4** (a) Explain the stages of the consumer buying process in service Marketing **07**
(b) Explain the conceptual model of customer expectation. **07**
- Q.5** (a) What do you mean by Demand management, the methods of managing demand. **07**
(b) Write a note on customer relationship marketing **07**
- OR**
- Q.5** (a) Explain the stages of Retention Strategies in service industry **07**
(b) Explain the role of technology in service marketing. **07**
