

GUJARAT TECHNOLOGICAL UNIVERSITY**MBA INTEGRATED/MAM - SEMESTER- IX EXAMINATION – SUMMER 2021****Subject Code: 4190521****Date: 03/08/2021****Subject Name: Service Marketing****Time: 02:30 PM TO 05:30 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) Discuss the evolution and growth of service sector in India. **07**
(b) Explain the Four Categories of Services of services with example. **07**
- Q.2** (a) Discuss the Distinctions between Services and Goods. **07**
(b) What is Core and Supplementary Elements in service product? Explain with example. **07**
- OR**
- (b) Explain various methods for Pricing of services. **07**
- Q.3** (a) Discuss all elements of Service marketing Communication mix. **07**
(b) Explain the role of customers in service delivery. **07**
- OR**
- Q.3** (a) What do you mean by service blue print? Draw the service blue for any restaurant. **07**
(b) Explain the various Strategies for Matching Capacity and Demands in service industry. **07**
- Q.4** (a) Explain GAP model of service quality. **07**
(b) Explain the Soft and hard measures of service quality. **07**
- OR**
- Q.4** (a) Explain the dimensions of ambient conditions and how each can influence customer response to the service environment. **07**
(b) Explain service market segmentation, targeting and positioning with a suitable example. **07**
- Q.5** (a) Explain important of Customer Relationship Management? **07**
(b) Explain Electronic channels & Self Service technologies in detail? **07**
- OR**
- Q.5** (a) Write short note on “the wheel of loyalty”. **07**
(b) Discuss the service leadership and culture in detail. **07**
