

GUJARAT TECHNOLOGICAL UNIVERSITY
MAM - SEMESTER– IX EXAMINATION – SUMMER 2022

Subject Code: 4190521**Date: 01/06/2022****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) Explain the difference between Services and Goods in detail? **07**
(b) What do you mean by service? Discuss its reason for growth in India. **07**
- Q.2** (a) Discuss the various methods of measuring service quality with reference to hotel industry **07**
(b) Explain delivery through Intermediaries & Franchising with an appropriate illustration? **07**
- OR**
- (b) Explain the services marketing mix with example. **07**
- Q.3** (a) What are the different techniques of managing Customer Expectations in this competitive environment? **07**
(b) Explain Electronic channels & Self Service technologies in detail? **07**
- OR**
- Q.3** (a) Write a note on Gap Model of service marketing **07**
(b) Explain Zone of Tolerance in detail? **07**
- Q.4** (a) What do you mean by “Service Blueprint”, discuss its advantages? **07**
(b) Explain employee’s role in service delivery? **07**
- OR**
- Q.4** (a) Explain the stages of the consumer buying process in service Marketing **07**
(b) Explain Yield Management? **07**
- Q.5** (a) Explain the stages of Retention Strategies in service industry **07**
(b) Explain: (i) Supplier Relations & (ii) Internal Relationships **07**
- OR**
- Q.5** (a) Explain Service Process Redesign? **07**
(b) Write a note on customer relationship marketing **07**
