

GUJARAT TECHNOLOGICAL UNIVERSITY
MBA – SEMESTER –IV-EXAMINATION – SUMMER-2022

Subject Code: 2840102**Date: 14-07-2022****Subject Name: Services and Relationship Marketing****Time: 10:30 AM TO 01:30 PM****Total Marks: 70****Instructions:**

1. Attempt all questions.
2. Make suitable assumptions wherever necessary.
3. Figures to the right indicate full marks.

Q. No.	Question Text and Description	Marks
Q.1 (a)	Answer the following multiple choice questions: 1. In the “Service Product Concept”, the level that includes the futuristic product developments is called _____. A. Core Service B. Potential Service C. Expected Service D. None of the above 2. Delivery of the core product usually is accompanied by a variety of other service-related activities referred as _____. A. Core Service B. Enhancing Service C. Supplementary Service D. Service Product 3. _____ refers to the floor plan, size, and shape of furnishings, counters, and potential machinery and equipment and the way in which they are arranged. A. Physical Ambience B. Servicescape C. Interior D. Spatial Layout 4. SSTS refers to _____. A. Self- Service Technologies B. Standard Service Technologies C. Service Standards Testing D. None of the Above 5. Which of the following is not an element of physical evidence? A. Employee dress B. Employee Training C. Equipment D. Facility design 6. Firms aiming to making use of first mover advantage , would go for _____. A Penetrative pricing B Premium pricing C Cost plus pricing D Differential pricing	06
Q.1 (b)	Explain the following terms: 1. People Processing 2. Service Process Redesign 3. Customer Loyalty 4. Skimming pricing	04
Q.1 (c)	What is Zone of Tolerance?	04
Q.2 (a)	What do you mean by “Service”? How services differ from product? Explain.	07
Q.2 (b)	Explain the three-stage model of service consumption.	07

OR

- Q.2 (b)** Elaborate on the role of branding for different service products. **07**
- Q.3 (a)** Explain the “flower of services” concept and identify and explain each of the petals in detail. **07**
- Q.3 (b)** Write down short note on: Franchising **07**

OR

- Q.3 (a)** What is “Service Blueprint”? Discuss. Also explain its various elements with any practical example of any industry of your choice. **07**
- Q.3 (b)** Elaborate on the three main approaches of service pricing. **07**
- Q.4 (a)** Write down short note on: Service Recovery strategies **07**
- Q.4 (b)** Clarify the difference among the four broad categories of services, provide examples for each and explain the service management challenges related to each four categories. **07**

OR

- Q.4 (a)** Discuss various strategies to reduce customer churn. **07**
- Q.4 (b)** Explain the Wheel of Loyalty. **07**

- Q.5** Discuss the case study with answers of following questions.

Six to Seven Telecommunication

Six to Seven is a telecommunications company marketing state of the art telecommunications equipment. The company is currently in the process of developing a new generation type of mobile phones. When developed, this phone will enable users not only to make standard telephone calls and connect to the Web, but will have a small screen which will enable users to view the person at the other end of the line in high definition, unlike competitors’ models whose definition characteristics leave a lot to be desired. Needless to say, investment to develop the technology and market the product is substantial.

As part of the development process, the company is eager to find out more about potential customers for this product. In particular, they are interested in finding out if there is a market for the product, how big this market might be, and how customers will respond to this concept. They propose hiring a specialist market research agency with skills in the area of researching buyer behaviour, particularly for new product concepts.

Questions:

- (a)** What areas of buyer behavior should this proposed research encompass, and why? **07**
- (b)** What types of research techniques might be useful in researching these areas **07**

OR

- Q.5** **CASE STUDY: Indian Refrigerator Market.**

India's Refrigerator market estimated at Rs. 2750 Cr. is catered mainly by 10 brands. The annual capacity is estimated at around 4.15 million units is running head of demand of 1.5 millions.

As there is a demand and a surplus supply, all the manufacturers are trying out for new strategies in the market.

Times have changed and also the buying behaviour of the customer. Earlier it was Cash and carry system. Now dealers play an important role in selling; now the systems is exchange for old “bring your old refrigerator and take a new one with many gifts”.

A new company by name Electrolux has entered the market which has acquired Allwyn, Kelvinator and Voltas brand.

Researchers have revealed that urban and city sales are declining and

hence all manufacturers are trying to concentrate on rural markets. Electrolux strategy is customisation of market, with special attention to the Northern and Southern India markets, while Godrej the main player thinks that dealer network in rural market for sales and service will be beneficial and is trying to give more emphasis on dealer network, whereas Whirlpool has adopted the Strategy of increasing the dealer network by 30%.

The market shares of the major players are as follows:

• Godrej 30% • Videocon 13% • Kelvinator 12% • Allwyn 10%
• Voltas 5% • Whirlpool 27% • Daewoo 1% • L.G 1% • Others 1%

- (a) Could the refrigerator market be segmented on geographical base planned by Electrolux? **07**
- (b) What would be the marketing mix for rural market? **07**

