

GUJARAT TECHNOLOGICAL UNIVERSITY**MBA INTEGRATED - SEMESTER– IX EXAMINATION – SUMMER 2023****Subject Code: 4190521****Date: 26/06/2023****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) What is a Service? Explain the role of services in the Indian economy? **07**
(b) Describe the four broad categories of services with suitable examples **07**
- Q.2** (a) Discuss the service leadership and culture in detail **07**
(b) Discuss significance of non monetary costs in pricing of services by taking the example of financial services. **07**
- OR**
- (b) Explain the Role of customers in service delivery? **07**
- Q.3** (a) Discuss the importance of physical evidence in context of airline industry. **07**
(b) Explain the concept of flower of service. **07**
- OR**
- Q.3** (a) What are the unique features of services and how it different from goods? **07**
(b) Explain Self Service Technologies with examples. **07**
- Q.4** (a) Write the note on: service GAP model **07**
(b) Describe in brief different strategies for matching capacity and demands? **07**
- OR**
- Q.4** (a) Explain the Wheel of Loyalty. **07**
(b) Write a brief note on CRM. **07**
- Q.5** (a) What strategies will you use for developing loyalty bonds with customers? **07**
(b) What is the importance of frontline employees in a service firm? **07**
- OR**
- Q.5** (a) Explain Service Process Redesign? **07**
(b) Identify some of the measures that can be used to encourage long term Relationships with customers. **07**
