

GUJARAT TECHNOLOGICAL UNIVERSITY
MBA INTEGRATED-SEMESTER- IX-EXAMINATION- SUMMER-2024

Subject Code: 4190521

Date: 30/04/2024

Subject Name: Service Marketing

Time: 02:30 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.
4. Use of simple calculators and non-programmable scientific calculators are permitted.

- Q.1** (a) Explain the Meaning of Blue Print. Develop the Blue Print for hotel industry. **07**
(b) Explain the Services Quality: Gaps Model in detail. **07**
- Q.2** (a) Explain the services marketing mix with example. **07**
(b) Explain CRM. Explain the wheel of customer loyalty briefly. **07**
- OR**
- (b) What do you mean by Demand management, the methods of managing demand? **07**
- Q.3** (a) People are the face of service industry, justify this statement, with valid example. **07**
(b) What are the unique features of services and how it is different from goods? **07**
- OR**
- Q.3** (a) Discuss significance of non-monetary costs in pricing of services by taking the example of financial services. **07**
(b) Explain the stages of the consumer buying process in service Marketing. **07**
- Q.4** (a) Explain the role of technology in service marketing. **07**
(b) Explain the Four Categories of Services with example. **07**
- OR**
- Q.4** (a) Explain the flower of service with suitable example. **07**
(b) Write a note on positioning mapping, with relevant example. **07**
- Q.5** (a) Elaborate on the role of branding for different service products. **07**
(b) Explain the stages of Retention Strategies in service industry **07**
- OR**
- Q.5** (a) Identify some of the measures that can be used to encourage long term Relationships with customers. **07**
(b) What are the different techniques of managing Customer Expectations? **07**
