Seat No.: _____   Enrolment No._____

GUJARAT TECHNOLOGICAL UNIVERSITY
MBA – SEMESTER 4 – EXAMINATION – WINTER 2018

Subject Code: 2840102   **Date:07/12/2018**
Subject Name: Services and Relationship Marketing (SRM)
Time: 2:30 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.**

Q. No.				Marks

Q. 1.   (a)   Objective Questions   06

1. The model of Valarie Zeithmal, Leonard Berry and A. Parsuraman is used to measure
   A. Service Quality   B. Core Product
   C. Price   D. None of these

2. What is included in Pricing Tripod?
   A. Value   B. Cost
   C. Competition   D. All of the above

3. What is intangibility in services?
   A. Services cannot be sensed   B. Services are important for
      with five senses   economy
   C. Services are crucial   D. Position of services

4. 'Facebook' type of social media companies are service providers. This is termed as _____contact service
   A. High   B. Low
   C. Cannot be determined   D. None of these

5. Service products consist of _____
   A. Core Product   B. Supplementary Services
   C. Delivery Process   D. All three A, B, C are included
                                   in Service Product

6. Identifying key activities in creating and delivering service and defining "big picture" before "drilling down" to obtain a higher level of detail is called _____
   A. Service Design   B. Flowchart
   C. Blueprint   D. Service Redesign

Q. 1   (b)   Define following with suitable example.   04
1. People processing services
2. Redesigning of services
3. Emotional Labor
4. Flowchart of a service organization

1

Q.	1	(c)	Explain Service Franchising and role of technology in it.	04
Q.	2	(a)	Explain Flower of Services exemplifying each petal considering a case of LIC of India.	07
Q.	2	(b)	Describe 7 Ps of Service Marketing in Banking sector. How 8th P is significant for this sector in modern economy and in cut throat competition?	07

OR

		(b)	Narrate about attributes (features) of services considering education service of any B-School.	07

Q.	3	(a)	Differentiate Products and Services.	07
		(b)	Explain three stages model of Service Encounter with respect to "Visit of a Multispecialty Hospital".	07

OR

Q.	3	(a)	Explain Self-Service Technologies (SST). How technological advancement has made most of the service processes easy and comfortable for both of the service providers and the customers?	07
		(b)	Explain Service Blueprinting with respect to a Seven Star Club what wishes to start their operation nearby the city of your college.	07

Q.	4	(a)	Explain GAP Model of measuring Service Quality.	07
		(b)	Explain importance of Relationship Management. Exemplify any service organization for your consideration.	07

OR

Q.	4	(a)	Explain Service Environment. What a local restaurant in a Metro city of India should consider for creting the service environment to attract and retain customers?	07
		(b)	How productive capacity, demand and waiting lines were major strategic problem post demonetization in most of the banks?	07

Q.	5		Case Study:	14

Ms. Rose Mohanta is the Head of Operations and Marketing of 'Kangaroo Kids'. 'Kangaroo Kids' is a company what run a chain of playgroup and preschool in Mumbai. The company has 78 centers in Mumbai and nearby areas. Over 30 centers are not profit making for the franchise owners and the company too for last 3 years. These 30 franchisees are not much technically sound and the environment of the centers are also not maintained properly. All other centers are doing wonders in terms of generating profits and customer satisfaction. Company is trying hard for empowering the centers what are not doing well.
Questions:

1. How technology can be helpful for Ms. Rose and the franchisees?
2. How service environment is important for this case?

OR

Q. 5   Case Study: **14**

'Honest' has made its strong brand name in Ahmedabad city during last 10 years with its chain of restaurants. Some of the 'Honest' restaurants face difficulty with respect to their productivity and demand. During weekends; the demand rises like anything and the staff would not be able to handle each and every customer. During Festival days customers will have to wait for a while and due to boredom they may leave the place without having food to some other alternative. During other days of the week some of the staff would be sitting idle.

Questions:

1. How productive capacity and demand stretching and shrinking strategies can be applied here?
2. How SST on Internet can be helpful for this problem?

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