

**GUJARAT TECHNOLOGICAL UNIVERSITY**  
**MBA (AM) – SEMESTER – IX • EXAMINATION – WINTER - 2019**

**Subject Code: 4190521****Date: 14/11/2019****Subject Name: Service Marketing****Time: 10.30am to 01.30pm****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) Explain the “flower of services” concept and explain each of the petals in detail **07**
- Q.2** (a) Is the service marketing mix the same as the marketing mix? Explain the differences **07**  
 (b) Explain the three-stage model of service consumption **07**
- OR**
- (b) Describe the four broad categories of services with suitable examples **07**
- Q.3** (a) Discuss the service leadership and culture in detail **07**  
 (b) Write a short note on Service Guarantee **07**
- OR**
- Q.3** (a) Explain the different approaches to pricing in the service industry **07**  
 (b) Explain Self Service Technologies with examples **07**
- Q.4** (a) Elaborate the gap model with suitable examples and explain the implications on the service delivery and design **07**  
 (b) Discuss the various alternative demand management strategies for the firms having insufficient demand and insufficient capacities. **07**
- OR**
- Q.4** (a) What is the importance of frontline employees in a service firm? **07**  
 (b) Write a brief note on CRM **07**
- Q.5** (a) ‘When waiting is unavoidable make it atleast tolerable’ - Discuss **07**  
 (b) What is the role of blueprinting in designing, managing, and redesigning service processes? **07**
- OR**
- Q.5** (a) Explain the wheel of loyalty **07**  
 (b) Discuss the different dimensions of a service environment with respect to Servicescape model **07**

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