

**GUJARAT TECHNOLOGICAL UNIVERSITY****MBA(INTEGRATED)- SEMESTER– IX EXAMINATION – WINTER 2020****Subject Code:4190521****Date:01/01/2021****Subject Name:Service Marketing****Time:10:30 AM to 12:30 AM****Total Marks: 47****Instructions:**

1. Attempt any **THREE** questions from Q1 to Q6.
2. **Q7 is compulsory.**
3. **Make suitable assumptions wherever necessary.**
4. **Figures to the right indicate full marks.**

- Q.1** (a) What are the unique features of services and how it different is the same from goods? **07**
- (b) Explain the Four Categories of Services with example. **07**
- Q.2** (a) Explain the services marketing mix with example. **07**
- (b) It is important to consider the distribution of core and supplementary Services separately”. Discuss **07**
- Q.3** (a) Discuss significance of non monetary costs in pricing of services by taking the example of financial services. **07**
- (b) Discuss the importance of physical evidence in context of airline industry. **07**
- Q.4** (a) Explain the Meaning of Blue Print. Develop the Blue Print for hotel industry. **07**
- (b) As a manager of a multiplex cinema house (Movie Theatre), what marketing strategies would you use to overcome demand and supply challenges? **07**
- Q.5** (a) Explain the Services Quality: Gaps Model in detail. **07**
- (b) Explain CRM. Explain the wheel of customer loyalty briefly. **07**
- Q.6** (a) Elaborate on the role of branding for different service products. **07**
- (b) Explain the Strategies for reducing Customer Defections **07**
- Q.7** (a) What strategies will you use for developing loyalty bonds with customers? **05**
- OR**
- Q.7** (a) Identify some of the measures that can be used to encourage long term Relationships with customers. **05**

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