

GUJARAT TECHNOLOGICAL UNIVERSITY**MBA - SEMESTER– IV EXAMINATION – WINTER 2020****Subject Code:2840102****Date:05/01/2021****Subject Name:Services and relationship marketing****Time:02:00 PM TO 04.00 PM****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 services? Discuss the powerful forces that are transforming service markets. **06**
- (b) Discuss various perceived risks in purchasing and using services. **06**
- Q.2** (a) Explain the ‘flower of service’ concept and identify each of the petals. What insights does this provide for service marketers? **06**
- (b) Explain how services are delivered in cyberspace. **06**
- Q.3** (a) Discuss different queuing configurations used by service organizations. **06**
- (b) Draw and explain a service blueprint of a service organization of your choice. **06**
- Q.4** (a) Discuss dimension of service environment. **06**
- (b) Explain the wheel of successful HR in service firms. **06**
- Q.5** (a) Explain dimensions of service quality. **06**
- (b) Discuss types of service guarantees. **06**
- Q.6** (a) Explain internal marketing and relationship marketing with appropriate examples. **06**
- (b) Explain the three-stage model of service consumption. **06**
- Q.7** (a) What is price bundling? Explain how various service organizations use price bundling concept while making their pricing strategies. **11**
- (b) Discuss the gaps in the SERQUAL Model.

OR

- Q.7** (a) Discuss servicescape model for consumer responses to service environment. **11**
- (b) What is customer Relationship Management? Explain how CRM becomes crucial in service organization.
