

GUJARAT TECHNOLOGICAL UNIVERSITY**MBA - SEMESTER– IV EXAMINATION – WINTER 2020****Subject Code:3549212****Date:05/01/2021****Subject Name:Services and Relationship Marketing (SRM)****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** Explain terms. **06**
1. Zone of Tolerance
 2. People Processing
 3. SST
- Q.1 b** Explain terms. **06**
1. Service Encounter
 2. Adequate service
 3. Moment Of Truth
- Q.2 (a)** Explain Goods VS Services. **06**
- Q.2 (b)** Discuss Broad Categories of service in detail. **06**
- Q.3 (a)** “Service blueprinting is a tool for simultaneously depicting the service process, the points of customer contact, and the evidence of service from the customer’s point of view”-Discuss. **06**
- Q.3 (b)** How to redesign service process? **06**
- Q.4 (a)** What do you mean by Service guarantee? Discuss types of Service guarantee. **06**
- Q.4 (b)** “Typology of service organizations based on variations in form and use of the servicescape” **06**
- Q.5 (a)** Discuss GAP Model with example of hospital administrative. **06**
- Q.5 (b)** What are the recent trends in SRM? **06**
- Q.6 (a)** How do you compare Facilitating and Enhancing service facilities with reference to Service Flower? **06**
- Q.6 (b)** An ideal CRM system is a centralized collection all data sources under an organization and provides an atomistic real time vision of customer information. Discuss with types of CRM. **06**

Q.7 Airtel, the leading cellular brand, is a product of Bharti Cellular Limited a part of the biggest private integrated telecom conglomerate, Bharti Enterprises. In 2004, Bharti had a presence in 17 of the 23 telecom circles in India and a customer base of over one million. Apart from these, it also offered fixed-line services in five circles.

Its mission statement included "delighting customers" by "customer service focus, empowered employees, innovative services, and cost efficiency" and this went a long way in helping it to establish itself in the market.

Over the years, Bharti undertook extensive customer research and used various technological tools as well as promotion schemes to retain customers and offer value- added customer services...

- (a)** How has Airtel increased the quality of customer service through technology? **5.5**
- (b)** Discuss the various strategies Airtel has adopted time and again to improve customer relations. **5.5**

OR

- (a)** How manager will retain customer? **5.5**
- (b)** What offer Airtel provided to customer for value added of their service? **5.5**
