

GUJARAT TECHNOLOGICAL UNIVERSITY**MAM - SEMESTER– IX EXAMINATION – WINTER 2021****Subject Code: 4190521****Date: 23/11/2021****Subject Name: Service Marketing****Time: 10:30 AM to 01:30 PM****Total Marks: 70****Instructions:**

1. Attempt all questions.
2. Make suitable assumptions wherever necessary.
3. Figures to the right indicate full marks.

- Q.1** (a) What are challenges faced by service marketers? How to deal with these challenges? **07**
(b) Discuss the extended P's of service marketing with examples for each of them. **07**
- Q.2** (a) Discuss various perceived risks in purchasing and using services with examples. **07**
(b) Discuss the significance of search, experience and credence attributes for the communications strategy of a service provider. **07**
- OR**
- (b) Draw and explain key waiting line strategies. Write down issues to be considered in making waiting more tolerable & joyful. **07**
- Q.3** (a) Elaborate on the types of service process redesign. **07**
(b) How are customers' expectations formed? Explain the difference between desired and adequate service. **07**
- OR**
- Q.3** (a) Explain the concept of flower of service. **07**
(b) Elaborate on the three main approaches of service pricing. **07**
- Q.4** (a) Discuss in detail with an appropriate diagram the service GAP model **07**
(b) Draw the service blueprint of any one of the following services: **07**
(1) Super Market
(2) Restaurant
- OR**
- Q.4** (a) Explain the Wheel of Loyalty. **07**
(b) Explain importance of branding in services. **07**
- Q.5** (a) Explain the concept of SST (Self Service Technology) with suitable example. **07**
(b) Explain the dimensions of ambient conditions and how each can influence customer response to the service environment. **07**
- OR**
- Q.5** (a) What is emotional labor? Explain the ways in which it may cause stress for employees in specific jobs. Illustrate with suitable examples. **07**
(b) Review briefly the five dimensions of service quality (SERVQUAL). What do tangibles mean in the context of (a) an airline, (b) a bank, (c) a saloon? **07**
