

**GUJARAT TECHNOLOGICAL UNIVERSITY****MAM - SEMESTER- IX EXAMINATION – WINTER 2022****Subject Code: 4190521****Date: 13/12/2022****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) Explain the characteristics of services and How are they different from goods? **07**  
 (b) Explain the flower petal model. **07**
- Q.2** (a) Clarify the differences among the four broad categories of service, provide examples for each and explain the service management challenges related to each of the four categories. **07**  
 (b) Elaborate on the three main approaches of service pricing. **07**
- OR**
- (b) What is the implication for a firm of delivering service through both physical and electronic channels? **07**
- Q.3** (a) Explain the services marketing mix. **07**  
 (b) As a manager of AK multiplex cinema house (Movie Theatre), what marketing strategies would you use to overcome demand and supply challenges? **07**
- OR**
- Q.3** (a) Explain the dimensions of ambient conditions and how each can influence customer response to the service environment. **07**  
 (b) Draw the service blueprint of any one of the following services: **07**  
 (1) Hospital (2) Movie The
- Q.4** (a) Write down short note on: Gap model of service marketing. **07**  
 (b) Describe all the relationship development strategies. **07**
- OR**
- Q.4** (a) Why do customers switch service providers? Can you do anything as a marketer to prevent the customers from switching? **07**  
 (b) Explain how evolution of customers' relationship takes place and depict service recovery strategies useful for firm to maintain long term customer's relationship. **07**
- Q.5** (a) Name and explain various self services technologies in services delivery. **07**  
 (b) Explain the Zone of Tolerance in Details. **07**
- OR**
- Q.5** (a) Explain CRM. Explain the wheel of customer loyalty briefly. **07**  
 (b) Explain why the marketing, operations, and human resource management Functions in service organizations need to be closely coordinated and integrated. **07**

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