

GUJARAT TECHNOLOGICAL UNIVERSITY
MBA-SEMESTER-IV-EXAMINATION-WINTER-2024

Subject Code: 2840102

Date: 16/12/2024

Subject Name: Services and Relationship Marketing

Time: 02:30PM to 05:30PM

Total Marks: 70

Instructions:

1. Attempt all questions.
2. Make suitable assumptions wherever necessary.
3. Figures to the right indicate full marks.
4. Use of simple calculators and non-programmable scientific calculators are permitted.

Q. No.

Marks:14

Q.1

Explain terms

- (a) People Processing
- (b) Possession Processing
- (c) Blue printing of service
- (d) Yield Management
- (e) Jay Customer
- (f) Soft Service Quality Measures
- (g) Zone of Defection

Q.2 (a). Is it good for an economy to have a large service sector? Discuss.

07

Q.2 (b). What is so distinctive about services marketing that it requires a special approach, set of concepts, and body of knowledge?

07

OR

Q.2. (b). Describe search, experience and credence attributes, and give example of each.

07

Q.3. (a). Explain the role of supplementary services. Can they be applied to goods as well as to services? 07

Q.3. (b). In what ways do the objective of service communications differ substantially from those of goods marketing?

07

OR

Q.3. (a). Which pricing approaches you will use for determining price of any service of your choice? 07

Q.3. (b). Why is it important to consider the distribution of core and supplementary services separately? 07

Q.4. (a). What is the role of blueprinting in designing, managing and redesigning service processes? 07

Q.4. (b). Why is capacity management particularly significant for service firms?

07

OR

Q.4. (a). Compare and contrast the strategic and functional roles of service environments within a service organization?

07

Q.4. (b). Discuss the role service personnel play in creating or destroying customer loyalty.

07

Q.5 Case Study: Evergreen Salon and Spa – Enhancing Customer Experience through Services Marketing

Evergreen Salon and Spa is a high-end beauty and wellness centre located in a bustling urban area. Despite offering a range of premium services, the salon was facing challenges in retaining customers and increasing revenue. The management decided to revamp their services marketing strategies to enhance customer experience and boost their business.

Questions:

(a). What service marketing strategies can Evergreen Salon and Spa employ to differentiate itself from competitors and create a unique brand identity? 07

(b) How can Evergreen Salon and Spa effectively segment its customer base to tailor services and marketing efforts according to different customer preferences and needs? 07

OR

(a) How can Evergreen Salon and Spa invest in staff training to improve service quality? 07

(b) What digital marketing techniques can Evergreen Salon and Spa use to reach a wider audience and engage with potential customers online? 07
