

Kadi Sarva Vishwavidyalaya
M.B.A. (Sem. IV) Examination, April 2014
Services and Relationship Marketing

[Duration – 2 Hours 30 minutes]

[Weightage – 40 %]

Instructions:

- (a) This is a closed book examination.
 (b) Figures to the right indicate the weightage of respective question.

- Q-1 (A)** Explain the followings. 4%
 1. Services Marketing
 2. Relationship Marketing
 3. Different types of Queues
 4. 'India is a Service Economy'

- (B)** What do you mean by Gap analysis? Which are the key factors leading to these gaps? 4%

OR

- (B)** 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. 4%

- Q-2 (A)** Draw a blue print of an organization you are known with and describe how blue printing helps you to identify the relationship between core and supplementary services. 4%

- (B)** Services possess some unique characteristics when compared to products. Because of these unique characteristics, which type of problems are faced by service providers? What are the common strategies to be adopted by the service provider to solve such problems? 4%

OR

- Q-2 (A)** The term "marketing mix" could suggest that marketing managers are using mixture of ingredients. Is that perspective a recipe for success when employing the 8 Ps to develop a service marketing strategy? 4%

- (B)** Explain the 'Flower of Service' concept and identify each of the petals. Discuss the insights provided by this concept to service marketers. 4%

- Q-3 (A)** Take an example of any service of your choice and describe the three stages of purchase process for the same. 4%

- (B)** An established restaurant in your city is facing a decline in customers because of new competitors. Discuss which elements of marketing communication mix would you use to increase customer patronage of the restaurant. 4%

OR

- Q-3 (A)** Services are often facing the problem of fluctuating demand. Explain some common strategy used by service providers for adjusting the demand when there is an excess capacity and excess demand. 4%

- (B)** Discuss the role of CRM in delivering a customer relationship strategy. 4%

- Q-4 (A)** Explain the service quality dimensions in light of any of the service providers you have encountered with? You are also supposed to mention that how this service provider use it to differentiate its offering from others. **4%**
- (B)** Whom do we consider boundary spanners? Write a note explaining their role and job conflicts. **4%**

OR

- Q-4 (A)** Why do customers often have difficulties in the evaluating the Services? How do high credence properties affect consumer behavior? **4%**
- (B)** What do you mean by servicescapes? How does it impact on consumer's response towards a particular service provider? Cite illustrations where ever it is required. **4%**

- Q-5** Analyze the attached case study. **8%**
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Candidate No. _____

KADI SARVA VISHWAVIDHYALAYA
MBA II Semester IV End Term Examination
SERVICES AND RELATIONSHIP MARKETING (MS 411)

Duration: 2.5 hours
Time: 2:00 p.m to 4:30 p.m

Marks: 40
Date: 4/5/2015

Instructions:

1. This paper has FIVE questions.
 2. Your answer should be precise and to the point.
 3. Give examples and make diagrams wherever necessary.
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Q. 1 (A) Why do the marketing, operations, and human resource management functions need to be closely coordinated in service organizations ? [4]

Q. 1 (B) Think about the last time you experienced a less-than satisfactory service experience. Did you complain? Why? If you did not complain, explain why not. [4]

OR

Q. 1 (B) Why are service personnel so important for service firms? [4]

Q. 2 (A) Review the five dimensions of service quality. What do they mean in the context of (a) an industrial repair shop, (b) a retail bank ? [4]

Q. 2 (B) How can you test whether a SST has the potential to be successful, and what can a firm do to increase its chances of customer adoption? [4]

OR

Q. 2 (A) How can a service firm build a strong service culture that emphasizes service excellence and productivity? [4]

Q. 2 (B) How does blueprinting help in designing, managing, and redesigning service processes? [4]

Q. 3 (A) Identify firms from two different service industries where the service environment is a crucial part of the overall value proposition. Analyze and explain in detail the value delivered by the service Environment in each of the two industries. [4]

Q. 3 (B) What tangible cues could a diving school or a dentistry clinic use to position itself as appealing to up-scale customers? [4]

OR

Q. 3 (A) Discuss the significance of search, experience, and credence attributes for the communications strategy of a service provider. Assume the objective of the communications strategy is to attract new customers. [4]

Q. 3 (B) How might revenue management be applied to (a) a professional service, (b) a restaurant, and (c) a golf course? [4]

Q. 4 (A) Why is it important to consider the distribution of core and supplementary services both separately and jointly? [4]

Q. 4 (B) Why should service firms focus their efforts? Describe the basic focus strategies, and give examples of how these work. [4]

OR

Q. 4 (A) How is branding used in services marketing? What is the distinction between a corporate brand such as Marriott and the names of its various inn and hotel chains? [4]

Q. 4 (B) Explain the three-stage model of service consumption. [4]

Q. 5 Identify two service businesses you used several times but have now ceased to patronize (or plan to stop patronizing soon) because you were dissatisfied. Complete the sentence: "I stopped using (or will soon stop using) this organization as a customer because..." [8]

_____ *Best of Luck* _____