PRN:		Course Code :	PBAMM305R

Second Year **MBA** Semester End Examination Winter 2024

Services Marketing and CRM 000499

Day and Date: Wed 27 NOV 2024 Max Marks: **50**

Time : 10:30AM To 12:30PM Duration: **02** hrs

Instructions: All questions are compulsory.

		Marks	Bloom's Level	CLO
Q.1	**Attempt any two from the following**			
a)	Describe scope of services marketing in your own words.	06	L2	CLO1
b)	Explain characteristics of services with suitable examples.	06	L2	CLO1
c)	Summarize the 7P's of services marketing with the help of diagram.	06	L2	CLO1
Q.2	**Attempt any two from the following**			
a)	List out stages of new service development process and describe it in your own words.	06	L2	CLO2
b)	Appraise developing effective positioning strategy with suitable examples.	06	L5	CLO2
c)	Discuss in detail STP for services with relevant justification.	06	L2	CLO2
Q.3	**Attempt the following**			
a)	Assume you are Marketing consultant, and Analyze the demand and supply management with graphical presentation.	06	L4	CLO3
b)	Interpret the service process mix with suitable examples.	07	L2	CLO3
	OR			
b)	Describe GAP Model of service quality with relevant justification.	07	L2	CLO3
Q.4	**Attempt the following**			
a)	Summarize the importance of customer loyalty.	06	L3	CLO4
b)	Illustrate the components' of CRM that creates potential of Identifying competitive advantages of marketing company.	07	L3	CLO4
	OR			
b)	Analyze the concept of zero customer defection with relevant justification.	07	L4	CLO4

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