



Sanjay Ghodawat University, Kolhapur

Established as State Private University under Govt. of Maharashtra. Act No XL, 2017

2018-19

EXM/P/09/01

Year and Program: 2018-19

School of Commerce &
Management

Department of S Y MBA

Course Code: MMCMM 611

Course Title: Service Marketing
& CRM

Semester – III

Day and Date:-

Mandya 5/12 Dec 18

End Semester Examination
(ESE)

Time: Max Marks: 100

10:00 to 1:00 pm

Instructions:

- 1) All questions are compulsory.
- 2) Figures to the right indicate full marks Bloom's level and course objectives

Q.1	Solve any Two	Marks	Bloom's Level	CO
a)	State the importance of positioning in marketing of services.	07	L ₂	CO1
	OR			
a)	Elucidate the importance of classification of services	07	L ₂	CO1
b)	Illustrate the concept of Moment of Truth in Service Marketing	08	L ₃	CO2
	OR			
b)	Brief on the important elements of service encounter.	08	L ₃	CO2
Q.2	Solve any Two			
a)	Enumerate the role of servicesape in service marketing.	07	L ₃	CO3
	OR			
a)	Assume that you have started a new restaurant business in your city. You are very much concerned about providing punctual services to your customers. Thus, prepare a blueprint of services for your restaurant.	07	L ₃	CO3
b)	Mr. A is a newly appointed marketing manager of Apple Tours Pvt. Ltd. He has been entrusted with the responsibility of designing new products for senior citizens in domestic market. Assume yourself in the place of Mr. A and help him in designing new product(s) for senior citizens in domestic market.	08	L ₃	CO4

OR

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|--|----|----------------|-----|
| b) Suggest an appropriate service marketing mix for “State Transport Service Corporation” of your state. | 08 | L ₃ | CO4 |
|--|----|----------------|-----|

Q.3 Solve any Two

- | | | | |
|---|----|----------------|-----|
| a) Why marketing of services is challenging as compared to product marketing? | 08 | L ₃ | CO1 |
| b) Exhibit the concept of service profit chain. | 08 | L ₃ | CO2 |
| c) Explain the stimulus response model. | 08 | L ₃ | CO2 |
| d) What strategies can be used for marketing of Insurance services? Explain with example. | 08 | L ₃ | CO3 |

Q.4 Solve any Two

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|---|----|----------------|-----|
| a) Discuss about the significance of customer relationship management to its stakeholders in detail. | 09 | L ₃ | CO5 |
| b) Enumerate the strategies adopted by banks in India to retain customers | 09 | L ₃ | CO5 |
| c) What is the impact of technology on existing CRM solutions? Explain the emerging impact of E-CRM on CRM. | 09 | L ₃ | CO5 |

Q.5 Solve any Two

- | | | | |
|--|----|----------------|-----|
| a) What is customer life cycle? Explain. | 09 | L ₃ | CO6 |
| b) How to measure customer relationship effectiveness? Explain it with the metrics of CRM measurement. | 09 | L ₃ | CO6 |
| c) Comment on importance of Creating customer value in services | 09 | L ₃ | CO6 |

Q.6 Write short notes on following. (Any three)

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|--------------------------------------|----|----------------|-----|
| a) Zero customer defection | 06 | L ₂ | CO5 |
| b) Role of CRM in product Management | 06 | L ₂ | CO5 |
| c) Customer retention strategies | 06 | L ₃ | CO6 |
| d) Customer loyalty program. | 06 | L ₃ | CO6 |
