



HCY-161100020306 Seat No. _____

M. B. A. (Sem. III) (CBCS) Examination

October / November - 2017

Service & Relationship Marketing

Time : **3** Hours]

[Total Marks : **70**

Instruction : All questions carry **equal** marks.

- 1 Explain the Role of Marketing Communications along with Communications Process in service Industry.

OR

- 1 Write about Service Environment, and explain Why Capacity and demand management is a major challenge for service firms?
- 2 (A) Important of location in Service Industry.
(B) Explain Various Pricing Strategies.

OR

- 2 (A) Differentiate between goods and services.
(B) Explain : The BSP- Basic Service Package.
- 3 Why product marketing mix is not sufficient for services marketing mix ? Explain in Detail the marketing mix of service marketing with regards to tourism industry.

OR

- 3 Explain the GAPS Model of service quality in brief.
- 4 (A) Write note on : The Flower of Service.
(B) Suggest suitable Marketing Strategy for Hospitality services.

OR

- 4 (A) Explain the relationship between 'Marketing communication and internet'.
(B) Justify : Transaction vs. Relationship Marketing.
- 5 (A) What do you understand by Customer Loyalty ?
(B) Make a different between Customer Acquisition and Customer Retention strategies.