



JZ-161100020306

Seat No. _____

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

October - 2019

Service & Relationship Marketing

Time : 3 Hours]

[Total Marks : 70

Instructions : All questions carry equal marks.

1 'Product marketing mix is not sufficient for services marketing mix'. Explain this statement with regards to the marketing mix of service marketing. 14

OR

1 Brief out the Marketing Strategies of Tourism in India; suggest strategies to improve competitive position of Indian Tourism. 14

2 (a) Explain the relationship between 'Marketing communication and internet'. 7

(b) For Success of any business front line staff is most important person - Justify this in context of Hospitality services. 7

OR

2 (a) List out the differences between Transaction and Relationship Marketing. 7

(b) Explain in brief The Flower of Service. 7

3 Explain the Role of Marketing Communications along with Communications Process in service Industry. 14

OR

3 Explain the GAPS Model of Service Quality in Brief. 14

4 Write short note on : (any two) 14

(1) Inventory in case of Service Industry.

(2) Customer Complaining Behavior.

(3) Explain Marketing Strategy for Educational services.

5 A company wishes to launch new toothpaste, which could prevent tooth cavities and tooth decay. But the toothpaste market is highly crowded with multiple brands. As marketing executive prepare a market research strategy to attract new customers as well as to retain existing customers, what type of customer relationship management strategy is required and so the company's new brand could be established in the market. 14