

**M.B.A.-II (Sem.-IV) Examination
Services and Relationship Marketing
(HR Specialization)**

Time : 3 Hours]

May-2017

[Max. Marks : 100

Q.1 Explain in detail four broad processing categories of services. For each Processing categories give two examples. (20)

Q.2 Explain in detail Flower of Service Concept. What insight does this concept provide for the service marketer? (20)

Or.

Q.2 Define Franchising? Why is it a popular way to expand distribution of an effective service concept? What are the disadvantages of the Franchising? (20)

Q.3 (a) Pricing of Service is more difficult compared to the pricing of goods. Explain. (20)

(b) How does a fail-safe procedure be used to reduce service failures?

Or.

Q.3 What role Marketing Communication Mix plays in attracting new customers to visit a service outlet and retaining existing customers? (20)

Q.4 Describe flowcharting and how does it help us to understand difference between processing services? (20)

Or.

Q.4 Describe the Mehrabian-Russell Stimulus Response Model and Russell's Model of Affect. Explain consumer responses to a service environment. (20)

Q.5 Write a Note on: (20)

(A) Define Emotional Labor

(B) Write a brief note on tiering of services and its implications for firm

(C) Note on Gaps Model in Service Design and Delivery.

(D) How can one estimate Customer's Lifetime value (LTV)?
