

**MBA in BEPF/PP/EM/DM Sem.-3 Examination****BMM/PMM/EMM/DMM-306****SRM****Time : 2-30 Hours]****December-2024****[Max. Marks : 70**

Q.1 What is SERVQUAL? Explain it in details with examples. (14)

Q.2 Explain the service triangle with suitable example. (14)

Or

Q.2 Describe the strategies for adjusting the capacity, while demand is too high and while demand is too low? (14)

Q.3 What is service blueprint? How it is useful to the marketer? Explain the basic steps in service blueprinting in details. (14)

Or

Q.3 Define services and explain the seven P's of services marketing with practical illustration. (14)

Q.4 Explain the concept of Zone of Tolerance with Example. Why a service marketer required to consider it. (14)

Or

Q.4 Choose a firm you are familiar with. Describe how you would design an ideal service recovery strategy for that organization. (14)

Q.5 What is relationship marketing? Also explain 80/20 customer pyramid. Also list down various strategies for building customer relationship. (14)

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