

M.B.A. GM (MM) Semester-4 Examination

LS-406

SRM

Time : 2-30 Hours]

April-2024

[Max. Marks : 70

Answer all questions.

Question 1 and Question 5 are compulsory.

Choose one question from Questions 2, 3, and 4.

Kindly ensure each answer should not exceed more than 3 pages and do not waste the paper by leaving empty blank spaces.

Q-1	Explain the GAP Model in the context of services marketing. Provide examples to illustrate each of the five gaps identified in the model.	14
Q-2	A) Discuss the role of non-monetary costs in pricing strategies for service offerings. Provide examples to support your answer. OR B) Explain the significance of consumer behavior in service encounters. How can service providers leverage consumer behavior insights to enhance customer satisfaction and loyalty?	14
Q-3	A) Discuss the significance of personalization in service marketing. How can service firms personalize their offerings to enhance customer experience and build long-term relationships? OR B) Discuss the methods for measuring and improving service quality in the service industry. How can service firms use these methods to enhance overall customer satisfaction and loyalty?	14
Q-4	A) Explain the concept of blueprinting in service marketing. How does blueprinting help in designing and managing service processes effectively? Provide a practical example to illustrate your answer. OR B) Discuss the significance of service recovery strategies in service marketing.	14
	How can service firms effectively handle service failures and recover customer satisfaction to maintain long-term relationships?	
Q-5	Discuss the role of marketing promotions in services marketing. How can effective marketing communications influence consumer perception and behavior in service consumption? Provide examples to support your argument.	14