

M.B.A. (GM-MM) Sem.-4 Examination**LS-406****S. R. M.****Time : 2-30 Hours]****April-2025****[Max. Marks : 70**

Q-1	Explain the following terms (Any 7) 1. Services 2. Zone of Tolerance 3. Customization 4. Standardization 5. Customer Service Experience 6. Franchising 7. Customer Loyalty 8. Customer Retention 9. Customer Defections 10. Service Blueprinting	14
Q-2	A) Explain the Service Marketing Mix in detail OR B) "The cost of acquiring a new customer is much less than cost of retaining an old customer" Explain	14
Q-3	A) Explain the difference between product marketing and service marketing OR B) Explain in detail Franchising	14
Q-4	A) Explain the SERVEQUAL Model in detail OR B) Explain the role of CRM in Service Marketing	14
Q-5	A) Explain SOR Theory in detail	14