

IMBA in FM/HRPA/BM/BEM Sem.-9 Examination

BEM/HR/FM/MBA/M - 306

S.R.M.

Time : 2.30 Hours]

December-2025

[Max.Marks : 70

- Q.1 Evaluate the relevance of the five SERVQUAL dimensions in today's digital service environments. Justify with examples. (14)
- Q.2 Relationship Marketing as the foundation for long-term success in service industries. Critically evaluate how this philosophy can be integrated with modern CRM systems to enhance customer lifetime value. (14)
- Or
- Q.2 Critically evaluate how the elements of people, process, and physical evidence can be aligned to deliver a consistent brand promise in high-contact service industries. (14)
- Q.3 "Service Recovery" as both a challenge and opportunity. Evaluate how a firm can implement an effective service recovery strategy that turns failure into competitive advantage. (14)
- Or
- Q.3 What is the "Zone of Tolerance"? Why is it important for managing customer expectations? (14)
- Q.4 What role do "physical evidence" and "servicescape" play in customer perception of service? (14)
- Or
- Q.4 Describe what is meant by "internal marketing" in the context of services. Explain with example. (14)
- Q.5 A premium spa & wellness chain has received increasingly negative feedback regarding inconsistent guest experiences: long waits at reception, differences in room ambience between outlets, and occasionally untrained staff unable to respond to guest questions. Meanwhile, their advertisements promise a "luxury, personalized experience every time." Using the Gaps Model, identify the possible gaps in this scenario. Also propose strategies for the identified gaps. (14)
