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IV Semester M.B.A (Day and Eve) Degree Examination, September/October- 2022

MANAGEMENT

Service Marketing and Customer Relationship Management

(CBCS Scheme 2019-20)

Paper : 4.3.2

Time : 3 Hours **Maximum Marks : 70**

SECTION - A

Answer any Five questions from the following. Each question carries 5 marks.(5×5=25)

1. Define Services Marketing and Explain. Service delivery mix.
2. Explain the factors is involved is the positioning of services.
3. Describe the elements of CRM.
4. Analye the GAP Model of Service quality.
5. Write a note on Data Warehousing
6. Explain Integrated service marketing communication.
7. Write a note on CRM software packages.

SECTION - B

Answer any Three questions from the following. Each question carries 10 marks.(3×10=30)

8. Discuss the components of services Marketing Mix.
9. Write short notes on:
   a) SERQUAL
   b) Call Center Management.
10. Explain service Marketing Strategies for Tourism Industry.
11. Discuss strategic CRM Planning Process.

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SECTION - C

12. Case Study Compulsory: **(1×15=15)**

Economic reforms Gerald competition is all sectors of the economy. The Monopoly prerogative enjoyed by Govt. owred firm hore been infused with shift competition owing to opening, up of the economy

Indian Insurence firm life Insurence corporation of Inida has offered a veriety of New products covering health insurance person based insurence schemes, sports and children Insurance products. It has entered new frontiers.

At the same time, LIC reinvented itself in establishing its own niche in insurance sector.

CRM practices of LIC was unheard of before economy reforms. The new found e-crm stratigy of LIC has kept the traditional and modern policy holders under its told.

CRM stratigies of LIC equalty are beneficial with thet of private insurance players. On the birthday of policy holders, it sends birthday wishes and offers numerous benefits for the policy holders in term of incentives,, with and frebier. LIC's futuritic CRM strafigies achieved competitive edge.

Questions.

i) Whether LIC has re-invented and re-oriented itself by way of e-Crm strategies of stay relevant? Comment.

ii) What is the underlying messeg's of LIC's transformation is the above case? Discuss.

iii) Wheter privatiation of LIC would further augment CRM stratigies for the policyholders? Explain.