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IV Semester M.B.A (Day and Eve) Degree Examination, December - 2023

MANAGEMENT

Service Marketing And Customer Relationship Marketing

(CBCS Scheme 2019 Onwords)

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. What is service marketing? Mention the characteristics of service?
2. What is SERVQUAL? Explain the importance of SERVQUAL?
3. Write a note on Positioning of services?
4. Mention the objectives of CRM?
5. Write the strategic CRM planning and implementation process?
6. What is Analytical CRM and mention the important components of analytical CRM?
7. What is E-CRM? Mention the different E-CRM software packages?

SECTION - B

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

8. Explain the Gap model of service quality with a diagrammatic representation?
9. What is strategic CRM? Mention the benefits of Strategic CRM.
10. Write a note on service marketing in
    a) Hospitals b) Tourism
    c) Logistics d) Financial institutions
11. Discuss about the role CRM managers.

[P.T.O.

SECTION - C

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

XYZ Airlines, a prominent international airline, is looking to enhance its service marketing strategies and improve its customer relationship management (CRM) practices to boost customer satisfaction and loyalty. The airline aims to revamp its service offerings and leverage technology to deliver personalized and seamless experiences to its diverse customer base.

Questions:

a) Propose CRM strategies that prioritize the importance of leveraging customer data and analytics to drive customer-centric initiatives. **(7.5marks)**

b) Recommend effective CRM strategies and tools for customer retention that emphasize the significance of customer satisfaction, loyalty programs in the global aviation market. **(7.5 marks)**