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Reg. No. | | | | | | | | | |

IV Semester M.B.A (Day and Evening) Degree Examination, December -2024

MANAGEMENT

Services Marketing and Customer Relationship Management

(CBCS Scheme 2019-20)

Paper - 4.3.2

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

SECTION-A

Answer **FIVE** questions. Each question carries **5** marks. **(5×5=25)**

1. Enlist four dimensions of Service Quality with examples.

2. Write short notes on-

   a) e-CRM

   b) Data Warehousing

3. Write a brief note on Services Marketing Triangle.

4. Explain the components of Service Blueprint.

5. Who is Customer Relationship Manager? Explain his traits.

6. What is customer defection? How a company can reduce the customer defection?

7. Briefly explain any three services pricing strategies.

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SECTION -B

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

8. Explain in detail the emerging trends in CRM technology.

9. What are the Public Utility Services? Explain the market segmentation of public utility services.

10. Explain 7 P's of Services Marketing Mix with relevant examples.

11. Explain the various strategies to be adopted for customer acquisition and customer retention.

SECTION -C

Case Study- Compulsory **(1×15=15)**

12. Apple's entry into the Indian market with its iconic iPhone series in 2008 made a significant shift in the premium smart phone segment. The company's strategic approach to customer relationships, coupled with its innovative products and seamless user experience, has been instrumental in its success, solidifying its position as a luxury brand and fostering a loyal customer base.

    a) How has Apple's premium brand positioning and exclusive retail strategy contributed to its success in the Indian Market?

    b) What role has digital engagement played in strengthening Apple's customer relationships in India?

    c) What are the challenges and opportunities for Apple in maintaining its leadership position in the Indian smart phone market?