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IV Semester M.B.A (Day & Evening) Degree Examination, November/December - 2025

MANAGEMENT

Services Marketing and Customer Relationship Management

(CBCS Scheme 2019 Onwards)

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

SECTION-A

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

1. Write a short on transactional vs. Relationship approach in CRM .
2. What is SERVQUAL? Enlist the five dimensions of Service quality .
3. What should be your marketing strategy for the following?
   a) Logistics services
   b) Education services
4. Explain integrated Service marketing Communication.
5. Explain the components of service Blueprints.
6. Explain the factors involved in positioning the services.
7. What is E-CRM? Mention the different E- CRM packages .

SECTION -B

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

8. Discuss the roles of CRM managers
9. Explain the components of Service marketing Mix.
10. Analyze the GAP Model of Service Quality
11. What are the public utility services? Explain the market segmentation of public utility services.

[P.T.O.

SECTION -C

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

XYZ Airlines, a prominent international airline, is looking to enhance its services marketing strategies and improve its customer relationship management practices to boost customer satisfaction and loyalty. The airline aims to revamp its service offering 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.

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