

MAY 2012

P/ID 77568/PMBT4

Time : Three hours

Maximum : 100 marks

PART A — (5 × 6 = 30 marks)

Answer any FIVE questions.

1. Explain the role of E-Business in service industry.
2. What is the scope for CRM in India?
3. Explain professional services.
4. Describe the impact of service quality in service marketing.
5. Define plot strategy.
6. Define supplementary services.
7. Explain strategic issues and services.
8. Define blue print and list out its role in services.

PART B — (5 × 10 = 50 marks)

Answer any FIVE questions.

9. Write short notes on :
 - (a) service production
 - (b) customer delight
 - (c) customer retention.

10. Present CRM framework. Briefly narrate its evolution.
11. What are the basis for segmenting the service market?
12. Explain in detail 4C's and internal marketing.
13. What is meant by service failure? Explain its impact in any service industry.
14. Write short notes on :
 - (a) Customer loyalty
 - (b) The Kanos model
 - (c) Flowchart.
15. 'IT units practice e-CRM'-What are its benefits and limitations?
16. "The performance of service delivery systems is frequently judged in terms of efficiency and productivity". Discuss.

PART C — (1 × 20 = 20 marks)

(Compulsory questions)

17. Case study.

There is a feeling among people that foreign banks operating in India give better service and perform better than the Indian Banks - Do you agree? Why?