

Dr. Babasaheb Ambedkar Open University, Ahmedabad

Term-End Examination : January-2026

Course Name : MBA

Subject Name : Service Relationship Marketing

Subject Code : MBA04EM408

Date : 02-03-2026

Time : 03:00PM TO 05:15PM

Max Marks : 70

Q.-1. Answer the following question (Attempt any one) in about 1200 words. (14)

- (1) Define Consumer Loyalty. Explain the importance of consumer loyalty in service organizations.
- (2) Describe the Historical evolution of CRM in detail.

Q.-2. Answer the following question (Attempt any one) in about 1200 words. (14)

- (1) Describe the Service Marketing Mix in detail.
- (2) What is Service Blueprint? Explain its components and benefits with a suitable service example.

Q.-3. Write answers to any one of the questions given below (in 1,200 words). (14)

- (1) Describe the Promotion and Communication of Services in detail.
- (2) Explain the concept of CRM practices. Discuss the need for CRM practices in different service industries.

Q.-4. Write answers to any one of the questions given below (in 1,200 words). (14)

- (1) Interactive marketing involves in the delivery of Products or Services to the Customers and front office employees of the Company.-Elaborate it.
- (2) Describe the Economic evolution in detail.

Q.-5. Write short notes on any three of the following topics. (09)

- (1) E Services.
- (2) Characteristics of Service Marketing.
- (3) Payne & Frow's Five Step Process Model.
- (4) Churn Rate.
- (5) Key strategies to address heterogeneity.

Q.-6. Choose the correct answer from the options given below (05)

(1) Medical treatment with ayurvedic massage is an example of

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|------------------------|----------------------------|
| A) Production services | B) Business services |
| C) Consumer services | D) Govt. provided services |

(2) The extended marketing mix for services includes: People, Processes and _____.

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| A) Product | B) Place. |
| C) Physical Evidence | D) Promotion |

(3) Which among the following is an example of a business to business service provider?

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| A) A beauty parlour | B) A doctor. |
| C) An advertising agency | D) A physiotherapist. |

(4) Services are intangible in nature. In this context, how do customers of services make their purchase decisions?

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| A) Word of mouth publicity. | B) Past purchase experience. |
| C) Brand name and promotional activities. | D) All the above. |

(5) Which of the following is not generally accepted as being part of the extended marketing mix for services?

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| A) Product | B) Price |
| C) Process | D) Practice |
