

Day & Date	Semester	Subject Name	Time	Code	Marks
Friday 20/04/2018	III (Fresh/ Repeater)	Marketing - Management Service Marketing & Customer Relationship Management	03.00 PM To 06:00 PM	310204	100

Instructions: 1) All questions carry equal marks.
2) Attempt any five questions from the remaining.

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- Q.1** Define concept of services. Explain the characteristics and classification of services. **20**
- Q.2** What do you understand by the term Blue-print? Discuss the use of technology in designing the service sector. **20**
- Q.3** Explain the role of people. Process and physical evidence in service sector. **20**
- Q.4** State the significance of customer relationship management. Explain marketing of services with reference to airlines and educational institutes. **20**
- Q.5** Explain the importance and growing need for customer relationship management. **20**
- Q.6** What do you understand by CRM? State its relevance in today's competitive market and explain the need to sustain customer loyalty. **20**
- Q.7 Write short notes (any two)** **20**
- a) Blueprinting
 - b) Marketing of services with reference to health services.
 - c) Role of advertising and sales promotion in services sector.