

Q.P. Code : 34390

[Time: 2 Hours]

[Marks: 60]

Please check whether you have got the right question paper.

- N.B:
1. All question are compulsory.
 2. Number to the right indicate marks.

- Q.1 Answer any five in brief. 15
- a) SERVQUAL
 - b) Heterogeneity in service marketing
 - c) Customer expectation
 - d) STP
 - e) CRM
 - f) Winning strategy
 - g) Customer Retention Strategy.
- Q.2 a) How differently will you market service from goods 08
- b) With reference to the GAP Model, discuss different gaps that may occur in service marketing. 07
- OR**
- p) Prepare an elaborate marketing mix for marketing of financial service. 08
- q) Discuss various customer retention technique available to the service personnel. 07
- Q.3 a) Explain the different phases in the evolution of Customer Relationships. 08
- b) What is CRM? Discuss the benefits of CRM to the customers and the organization. 07
- OR**
- p) Elaborate one particular dimension of customer care management. 08
- q) Discuss CRM strategy cycle with example. 07
- Q.4 Write short notes on any 3: 15
- a) CRM implementation
 - b) Models of service
 - c) Significance of CRM
 - d) Portfolio management
