

Roll No. _____

University of Pune
Department of Management Sciences (PUMBA)
Executive MBA
2nd Year External Exam May - 2013

404(A) Service Marketing & CRM'

Time: 2.30 hrs

Marks: 50

Instructions to Students:

Note: 1. Attempt any two questions out of the first three questions, each worth 15

marks,(subsections worth 7.5 marks each)

2. Question No. 4 is compulsory, worth 20 marks.

3. Quote suitable examples wherever appropriate.

Q1. a) Explain the concept of 'CRM'. Distinguish the scope of operational, collaborative and analytical CRM.

b) Why is CRM considered by some experts, to be more relevant to services than product marketing?

Q2. a) Examine the inter linkage between the concepts of 'SERVQUAL' &

'SERVPERF'

OR

Q2. a) Discuss the significance of 'Service-scope'

b) How can an insurance company OR a theme park can manage the physical component to improve its marketing?

Q3. Write notes on, any two:

a) 'HR' in CRM,

b) Customer Loyalty management,

c) Measurement of CRM'

Q4. The Taj Hotels Case,