

University of Pune
Department of Management Sciences
404(A) –Services Marketing and CRM

Max. Marks: 50

Times: 2.5 Hours

Note: Descriptive Answers (Answer any 5 out of 7)

- Q1.** Describe the special characteristics (or 4Is) of Services which distinguish them from Products. Give suitable examples for each from any service industry. [10]
- Q2.** Explain with a chart the Goods Services Continuum or the Tangibility Spectrum for Services & it's significance for services marketing. Give suitable examples. [10]
- Q3.** Elaborate on the concept of Product Mix in services , Explain it's Importance & also explain the various major dimensions of the Product Mix . [10]
- Q4.** What are the main methods of deciding the Price Mix in services? Explain each Method with specific reference to any major service sector brand operating in India. [10]
- Q5.** "Relationship Marketing is more profitable for most businesses than Transaction Marketing". Do you agree? If yes, explain why? Also explain some of the prominent differences between Transaction Marketing & Relationship Marketing with examples for each. [10]
- Q6.** Define Customer Retention. Explain some of the common reasons why businesses lose customers (ie why customers defect). Give a suitable common brand example for all your points.(preferably from the consumer durable category) [10]
- Q7.** Write short notes on [any 2 out of 3] [10]
- a. Customer Lifetime Value
 - b. Services Positioning
 - c. Service Gap

University of Pune
Department of Management Sciences (PUMBA)

404(A) – Services Marketing & CRM

Max. Marks : 50

Time : 2 ½ Hours

Note: Answer any three from Q1-Q5. Q6 and Q7 are compulsory. All questions carry equal marks.

1. What are the characteristics of services? Explain in detail.
2. What is 'service triangle'? Explain the same with respect to a B-school.
3. The biggest challenge for service marketers is pricing an intangible product. How would you price 'A week of cricket coaching from Brett Lee'?
4. What are the functions of Customer Relationship Management? Explain.
5. Explain in detail the role of a call center in marketing.
6. Write short notes on (any two):
 - a. Service intermediaries
 - b. Service gaps
 - c. Relationship networks
 - d. Sales force automation
 - e. Knowledge management

Case study:

Mr G. Venkatram wanted a gold loan to meet an emergency expenditure from a State Bank of India (SBI) branch. But the clerk told him to come after two days, as he was busy. Immediately Mr Venkatram sent an SMS to the SBI Head Office stating that he was "unhappy." Within minutes, he received a call from the branch manager and the loan was sanctioned.

This is an example to highlight the efficacy of the SMS Unhappy service launched by the SBI in Andhra Pradesh. "When we launched this in December 2009, many thought it was just hype. But we proved them wrong, by solving 71 per cent of the problems of the customers within 48 hours. This disposal rate is very rare in the industry," Mr Shiv Kumar, Chief General Manager, told Business Line. This is a portal-linked service, which enables a dissatisfied customer to SMS "unhappy" to 8008202020, which is connected to a "happy room" at the SBI Head Office. Within minutes, the customer will receive a call from the Head Office.

So far, the bank has received 7,865 unhappy messages (complaints), out of which 6,990 have been resolved, officials said. A majority of the complaints pertain to ATM transactions and clearance-related matters. "Interestingly, the system is also serving the purpose of getting valuable feedback from customers. Any kind of matter can be brought to our notice with an SMS," he said.

All the branch managers will get pop-ups on new or pending complaints in their branch. This keeps the staff on their feet to address problems, officials said. Once a complaint is addressed, the branch head is expected to send that in writing to the portal, which will then be updated. "Nobody except the people concerned in the Head Office can meddle with the complaints or delete them. Our staff checks with the customers before closing the complaint," Mr Kumar said.

7. As a marketing professional do you feel that this new CRM venture will help a public sector bank like SBI? Explain.