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