

# Services marketing and customer relationship assignment

[Business](#), [Marketing](#)



Spring 2010 (Jan-Jun) Master of Business Administration-MBA Semester 4  
MK0006 – Services Marketing and Customer Relationship Management – 2  
Credits (Book ID: xxxxxxxx) Assignment Set- 1 (30 Marks) Note: Each question  
carries 10 Marks. Answer all the questions. Q. 1 a. What do you mean by  
physical evidence in services? Give examples. (5 marks) b. Write a note on  
service development. (5 marks) Q. 2 a. Briefly explain the terms “ customer  
expectation” and “ customer perception”. (6 marks) b. What are the different  
bases for segmentation? 4 marks) Q. 3 Recall the different services offered in  
a bank. Evaluate the different characteristics of services that you found  
excellent, average and poor in the particular bank. How do you think the  
bank can improve its services? (10 marks)

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Assignment Set- 2 (30 Marks) Note: Each question carries 10 Marks. Answer  
all the questions. Q. 1 a.  
Discuss strategy formulation and implementation in services. (4 marks) b.  
Explain the scope of CRM. (6 marks) Q. 2 a. What do you mean by CRM?  
What are the emerging trends in CRM? (5 marks) b. Write a note on service  
quality with an illustration. (5 marks) Q. 3 Determine a service marketing mix  
for an established airline. Assume that the airline operates in more than 30  
different countries and its customers are mostly regular ones. How can it  
distinguish its services from other competing airlines, so as to attract newer  
passengers? (10 marks)