**SESSION AUG./SEPT. - 2022**

**PROGRAM MASTER OF BUSINESS ADMINISTRATION (MBA)**

**SEMESTER IV**

**COURSE CODE &amp; NAME DMKT401 SERVICE MARKETING &amp; CUSTOMER RELATIONSHIP MANAGEMENT**

**Assignment Set – 1**

**1. Explain the differences between services and products.**

**Ans:**

|  |  |  |
| --- | --- | --- |
| **Basis** | **Services** | **Products** |
| Tangibility | Services are of intangible nature. They cannot be touched or held. | Goods are of tangible nature. They can be touched and held |

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**2. Identify the strategies to cope with the problems of gap1.**

**Ans: Strategies to cope with Gap1 in service quality Model are as follows:**

**A. Adequate marketing research orientation:** This includes conducting sufficient market research about customer requirements, instead of basing our decisions on intuition or gut feeling, and incorporating the conclusions into service design and delivery.

**B. Adequate**

**3. Customer delight is an extension of customer satisfaction. How to delight a customer?**

**Ans:** Customer delight is more than just meeting their needs and wants instead of the money they spend. It’s about building authentic relationships that stand the test of time. If a customer complains, or is unhappy with your product or service, don’t be discouraged. If they cared enough to share their feedback, you have been given a great opportunity to better understand what is needed to truly delight

**Assignment Set – 2**

**4. Write down the strategies used to match the service capacity with the service demand.**

**Ans:** When an organization has a clear grasp of its capacity constraints and an understanding of demand patterns. It is in a good position to develop strategies for matching supply and demand.

**There are two general**

**5. Based upon consumer requirements, how would you differentiate between service marketing strategies adopted in Airlines with the marketing strategies used in the healthcare sector?**

**Ans:** Airlines are part of the travel and tourism service industry. Airline business understands the marketing environment using the PEST analysis. This analysis helps a business to have an understanding of market growth

**6. Explain the role of CRM in customer retention.**

**Ans: Customer Retention:** The need for service marketing has given rise to the competitive scenario where there are numbers of suppliers with a limited number of customers which are targeted by every supplier. Therefore, retaining a customer is more important. When services are generated and consumed together, these involve the services of customer by knowing their desires