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| **SESSION** | **July- 2023** |
| **PROGRAM** | **Master of business administration (MBA)** |
| **SEMESTER** | **IV** |
| **course CODE & NAME** | **DMKT401 Service marketing & Customer relationship management** |

**Assignment Set – 1**

**1. Classify the services based on tangibility vs non tangibility and directed at people vs their products.**

**Ans 1.**  
The services sector is incredibly vast and varied, encompassing everything from healthcare to transportation, from financial services to hospitality, and everything in between. A useful way to classify services is based on their tangibility versus non-tangibility and whether they are directed at people or their products.

**Tangibility vs. Non-Tangibility:**

Tangibility refers to the physical existence of a product or service. Tangible services are

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**2. Write a note on consumer behavior in service encounters.**

**Ans 2.**

**Consumer behavior in service encounters**

Consumer behavior in service encounters is a critical aspect of service marketing and customer relationship management. It involves the study of the processes that consumers go through before, during, and after obtaining a service, and how these processes influence their perceptions, evaluations, and ultimately, their satisfaction and loyalty.

Before a service encounter, the consumer goes through the need recognition, information

**3. Who are Jay customers? Explain each type of Jaycustomers.**

**Ans 3.**

**Jay customers**

Jay is a common name, and without more context, it's hard to accurately identify who Jay's customers might be. However, assuming that Jay is a business entity involved in service marketing and customer relationship management, Jay's customers can be categorized into various types.

**End-Users**: These are the direct consumers of a service. They are the individuals or businesses that use Jay's services for their personal or professional needs. For example, a

**Assignment Set – 2**

**4. What do you mean by service blue printing? Develop a blueprint of hotel.**

**Ans 4.**

**Service blue printing**

Service Blueprinting is a method used to visually represent the service processes, customer touchpoints, and the different interactions that occur within a service experience. It helps to map out the entire process of service delivery, from behind-the-scenes activities to customer-facing interactions. Service blueprinting is used to gain a comprehensive understanding of all the service-related activities, both visible and invisible to the customers. It helps in designing

**5. Suggest some alternative capacity management strategies to manage demand of a service.**

**Ans 5.**

Capacity management is critical in the context of service marketing and customer relationship management because it involves ensuring that a business has adequate resources to meet the demand for its services. This involves not only managing the physical resources, but also the human resources and the processes that are involved in the delivery of services. Here are some alternative capacity management strategies that can be employed to manage the demand of a service:

**6. Write down the steps involved in the integrated marketing of services?**

**Ans 6.**

**Steps involved in the integrated marketing of services**

Integrated Marketing is an approach to creating a unified and seamless experience for consumers to interact with the brand or service. It melds all aspects of marketing communication, such as advertising, sales promotion, public relations, direct marketing, and social media, through their respective mix of tactics, methods, channels, media, and activities, so that all work together as a unified force.