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| **SESSION** | **FEB - MARCH 2025** |
| **PROGRAM** | **MASTER OF BUSINESS ADMINISTRATION (MBA)** |
| **SEMESTER** | **IV** |
| **COURSE CODE & NAME** | **DMKT401 SERVICES MARKETING AND CUSTOMER RELATIONSHIP MANAGEMENT** |
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**Assignment Set – 1**

**Q1. Differentiate between goods and services. Explain the need for service marketing.**

**Ans 1.**

**Understanding Goods and Services**

Goods and services are two essential offerings in any economy, yet they differ significantly in terms of characteristics and delivery. Goods are tangible, physical items that can be produced, stored, and consumed at different times. These include products like furniture, clothes, electronics, and food items. They can be seen, touched, and tested before purchase. Services, on the other hand, are intangible and are acts, deeds, or performances that are provided in real time to meet customer needs. Examples include banking, healthcare,

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**Q2. Write a short note on:**

**a. Service Quality**

**b. Elements of the Service Delivery Process**

**c. Positioning 10**

**Ans 2.**

**a) Service Quality**

Service quality refers to the customer’s perception of how well a service meets or exceeds their expectations. It is a crucial determinant of customer satisfaction and loyalty in service industries. Since services are intangible and vary in delivery, quality is often judged based on customer experiences and the consistency of service performance. One widely used model to evaluate service quality is the SERVQUAL model, which identifies five dimensions: Reliability, Assurance, Tangibles, Empathy, and Responsiveness. Maintaining high service

**Q3. Describe the role of the customer in service delivery. Explain the various ways of improving service quality. 5+5**

**Ans 3.**

**Role of the Customer in Service Delivery**

Customers play a critical role in service delivery, particularly because services are intangible, perishable, and often co-created in real time. In many service environments, customers are not just passive recipients but active participants who directly influence the outcome and quality of the service. For example, in a restaurant, a customer's behavior, communication with staff, and responsiveness can impact how the service is experienced. In banking or online services, a customer’s ability to follow procedures and provide accurate information

**Assignment Set – 2**

**Q4. Elaborate the concept of waiting line system. Explain the importance of integrated marketing communications. 4+6**

**Ans 4.**

**Concept of Waiting Line System**

The waiting line system, also known as queue management, refers to the mathematical and operational techniques used to analyze and manage customer waiting times in service environments. In service settings like banks, hospitals, restaurants, and call centers, customers often experience delays before being attended to. The waiting line system is designed to analyze customer arrival patterns, service efficiency, and system capacity to

**Q5. Explain the various strategies to market education services. Highlight the various ethical aspects of service marketing. 6+4**

**Ans 5.**

**Strategies to Market Education Services**

Marketing education services requires a unique approach due to the intangible and highly personalized nature of learning experiences. In the competitive landscape of schools, colleges, coaching centers, and ed-tech platforms, organizations must adopt well-defined strategies to attract, retain, and satisfy students. One key strategy is brand positioning. Educational institutions must clearly define their value proposition—such as academic excellence, placement success, affordability, or international exposure—to stand out in the

**Q6. Describe CRM, different types of technological applications in CRM, and importance of E-CRM in service marketing. 2+4+4**

**Ans 6.**

**Customer Relationship Management (CRM): Definition**

Customer Relationship Management (CRM) refers to a comprehensive strategy and technology system used by organizations to manage, analyze, and improve customer interactions throughout the customer lifecycle. Its primary goal is to enhance customer satisfaction, increase loyalty, and boost business profitability. In service marketing, where personal interactions and customer satisfaction are central, CRM plays a pivotal role in