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| **SESSION** | **AUG/SEPT 2023** |
| **PROGRAM** | **MASTER OF BUSINESS ADMINISTRATION (MBA)** |
| **SEMESTER** | **IV** |
| **COURSE CODE & NAME** | **DMKT401SERVICE MARKETING &CUSTOMER RELATIONSHIP MANAGEMENT** |
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**Assignment Set – 1**

**1. Explain importance of service sector in India in five points.**

**Ans 1.**

The service sector plays an increasingly crucial role in India's economy, significantly contributing to GDP growth, employment generation, and overall development. Here's an in-depth analysis of its importance:

**Major Contributor to GDP**: The service sector in India has emerged as the largest and fastest-growing sector of the economy, significantly contributing to the Gross Domestic Product (GDP).

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**2. Explain the customer retention strategies.**

**Ans 2.**

Customer retention strategies are pivotal for businesses seeking long-term success. They encompass a variety of practices aimed at maintaining and enhancing relationships with existing customers. The significance of customer retention can't be overstated; it's often more cost-effective to retain an existing customer than to acquire a new one. Moreover, loyal customers tend to buy more and can become advocates for the brand, recommending products or services to others.

**3. Explain the various methods of segmentation, with the help of suitable examples of service industry. 10**

**Ans 3.**

Service marketing and customer relationship management in the context of DMKT401 focus on the strategic approach to understanding and fulfilling customer needs in a competitive market. A key aspect of this strategy is market segmentation, which involves dividing a broad target market into subsets of consumers with common needs, characteristics, or behaviors. These segments are then targeted with tailored marketing strategies. Let's explore various methods of segmentation with examples from the service industry.

**Assignment Set – 2**

**4. Explain the role of customers in service delivery.**

**Ans 4.**

The role of customers in service delivery is multifaceted and increasingly recognized as pivotal in the realm of service marketing and customer relationship management. This perspective aligns with a more interactive and participatory view of service provision, where the customer is not merely a passive recipient but an active participant in the service process.

Traditionally, service delivery was viewed as a predominantly company-driven activity, with organizations designing and delivering services while customers were expected to receive.

**5. Explain the quality gaps that exist with respect to service.**

**Ans 5.**

In discussing the quality gaps in service marketing and customer relationship management, it's important to understand that these gaps are essentially disparities between various aspects of service delivery and customer expectations. These gaps can significantly impact customer satisfaction and the overall effectiveness of service marketing strategies.

**1. The Knowledge Gap:** This is the difference between customer expectations and the company's perception of those expectations.

**6. What are the components of service communication mix?**

**Ans 6.**

In discussing the components of the service communication mix, it's essential to understand that this mix plays a critical role in the field of service marketing and customer relationship management. Service communication is a multifaceted concept that encompasses various strategies and tools used to effectively communicate with customers, both current and potential, to enhance their overall experience and satisfaction with a service.