

CUSTOMER RELATIONSHIP MARKETING (MK 8710)

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Assignment 2.1 (Readings based Questions)

Note: Email your answers as a single document *sarangsunder@gmail.com* by May 20 @ midnight. Please name the document as: *LASTNAME_FIRSTNAME_2.1*

For the article, “*Why Service Stinks*”, please answer the following questions:

1. Does service really stink? What are the negative effects of reducing service to some customer? Please provide an example.
2. Based on this article and what we have learned in class, what the firm can do to compensate the negative impact in the above example.