

[Total No. of Questions - 20] [Total No. of Printed Pages - 2]
(2064)

14945

MBA 4th Semester Examination

Marketing of Services (N.S.)

MK-04

Time : 3 Hours

Max. Marks : 60

The candidates shall limit their answers precisely within the answer-book (40 pages) issued to them and no supplementary/continuation sheet will be issued.

SECTION - A

Short Notes All questions are compulsory

1. What is meant by the Physical Evidence in services marketing?
2. What is customer focussed pricing?
3. Role of employees in 'service delivery'.
4. What is meant by Expected Services Quality?
5. Identify two major factors that are responsible for the growth of services sector.
6. Define Customer Lifetime Value.
7. What do you mean by customisation of services?
8. Give two examples to highlight the "perishability" character of services.
9. What is "Goods Services Continuum"?
10. What is expanded marketing mix in services marketing?

(2×10=20)

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[P.T.O.]

SECTION - B**Attempt any four questions**

1. What are the basic characteristics or attributes of services?
2. Differentiate between Goods Marketing and Services Marketing.
3. Briefly discuss the potential and growth of financial services in India.
4. What important role is played by customers in services marketing?
5. Why internal marketing is important in services marketing?
6. Analyse & briefly discuss the pricing strategies in cellular mobile phones services industry. (4×5=20)

SECTION - C**Attempt any two questions**

1. 'Process of Operations' and Physical Evidence' are very important to services marketing. Explain with relevant examples.
2. What strategies should a company adopt for global marketing of its services?
3. Describe the benefits of Relationship Marketing to service provider firms and also to their consumers.
4. Discuss in detail the role played by information technology in services marketing? (2×10=20)