

[Total No. of Questions - 20] [Total No. of Printed Pages - 2]
(2124)

1888

MBA 4th Semester Examination

Marketing of Services (NS)

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. Define Services from a marketing viewpoint.
2. What is intangibility feature of service?
3. What is Service Quality?
4. What are the various elements of Service Marketing Mix?
5. A service is a special kind of product. How?
6. Define Service Delivery.
7. Write short notes on two pricing methods commonly used by service marketers.
8. Services heavily rely on intermediaries. List any two and explain why?
9. What is Service Recovery?
10. What is Internal Marketing in services marketing? (2×10=20)

[P.T.O.]

SECTION - A

Attempt any FOUR questions

11. What are the challenges in marketing of credit cards? Discuss.
12. What is the role played by information technology in services marketing.
13. Write short note on telemarketing for promotion of banking services.
14. Why "people" is selected as a marketing mix element for services marketing?
15. What are the benefits of Customer Relationship Management (CRM) in services sector?
16. What is "Goods-Services Continuum"? (5×4=20)

SECTION - C

Attempt any TWO questions

17. What will be the different marketing strategies for an insurance company in comparison with Home Loans company?
 18. What is internationalisation of services? What are the challenges faced by service providers during internationalisation of services? Explain in detail.
 19. What is segmentation, targeting and positioning? Discuss the problem areas in segmentation, targeting and positioning of services.
 20. Analyse & discuss the pricing strategies in banking & insurance sector, in detail. (10×2=20)
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