

[Total No. of Questions - 20] [Total No. of Printed Pages - 2]
(2125)

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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

A: Write Short Notes (Compulsory)

1. Buying Center.
2. Catalogue shopping.
3. Service delivery.
4. Customer Expectations.
5. Augmented Marketing Mix.
6. EMSR.
7. Customer loyalty.
8. Deciding Service Quality.
9. Data base marketing.
10. International Marketing of Services. (2×10=20)

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SECTION - B

B: Write Short Answers (Attempt any Four)

11. What is Communication strategy? Discuss 5Ws model.
12. Describe the role of Technology in Services Marketing.
13. Describe the role of Physical Evidence in Services Marketing.
14. Why is it challenging to innovate, design, and develop services?
15. As a manager formulate service strategy for 'Himachal Tourism' launching at Global market.
16. Describe the physical environment of a restaurant in term of the three categories of services cape dimensions: ambient conditions; spatial layout and functionality; and signs, symbols and artefact. (4×5=20)

SECTION - C

C: Essay Type Questions (Attempt any Two)

17. Explain 8 Ps model of Integrated Service Management.
18. Discuss SERVQUAL. Give suitable examples.
19. How can CRM and EDI are used as competitive advantage by any firm in service economy?
20. Explain how marketing of financial services are different than marketing of automobile? (2×10=20)