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MBA**(SEMESTER III) ODD SEMESTER EXAMINATION 2015 – 16
MARKETING OF SERVICES****[TIME: 3hrs]****[Max. Marks: 100]****Note – Attempt all Questions. All Questions carry equal marks:-****Q.1. Attempt any four parts of the following:****[5 X 4 = 20]**

- (a) Define Service?
- (b) Differentiate between Service and Product.
- (c) What is the role of technology in Service Marketing?
- (d) Explain Augmented Marketing Mix in brief?
- (e) What do you mean by Zone of Tolerance.
- (f) Explain the meaning of Service Quality?

Q.2. Attempt any four parts of the following:**[5 X 4 = 20]**

- (a) Why do service firms need internal marketing?
- (b) Define Service life cycle.
- (c) Explain the importance of Physical Evidence in Service marketing?
- (d) How does 'Perishability factor' affect the marketing of service?
- (e) Highlight the importance of technology in Service marketing?
- (f) Explain the dimensions of Service Quality?

Q.3. Attempt any two parts of the following:**[10 X 2 = 20]**

- (a) Explain the concept of Customer Relationship Management? What benefits does it provide to service firms?
- (b) Explain the classification of services with examples?
- (c) What is meant by Positioning of Service? What benefits does repositioning of a service offer?

Q.4. Attempt any two parts of the following:**[10 X 2 = 20]**

- (a) What factors lead to the requirement of New Service Development? Explain the stages in New Service development.
- (b) Describe the following with reference to Service Marketing
 - i) Methods of Pricing
 - ii) Pricing Strategy
- (c) What are the stages involved in the promotion of a newly developed service product?

Q.5. Attempt any two parts of the following:**[10 X 2 = 20]**

- (a) What factors are responsible for the increasing Globalisation of Service?
- (b) Explain the 7P's of marketing of services with special reference to Financial services?
- (c) What are the principal driving forces in Global Marketing of Services? Explain with suitable examples