

(The paper code and roll No. to be filled in your answer book)

Roll No.

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MBA
(SEM III) THEORY EXAMINATION 2016-17
MARKETING OF SERVICES

[Time: 3 hrs.]

[Max. Marks: 100]

Note: Attempt all questions. All questions carry equal marks.

1. Attempt any four parts of the following:-

[5×4=20]

- (a) Elucidate the term service marketing.
- (b) What are the difference between product and service marketing?
- (c) What is customer relationship marketing (CRM)?
- (d) Write a short note on augmented marketing mix.
- (e) Explain the importance of service marketing

2. Attempt any two parts of the following:-

[10×2=20]

- (a) Explain the term 'Marketing Mix'. Explain the 7P's of service marketing.
- (b) Write an essay on the role of communication in service marketing.
- (c) Discuss in detail the role of technology in service marketing.

3. Attempt any two parts of the following:-

- (a) What are the principle driving forces in global marketing of services? Explain in detail.
- (b) What do you understand by marketing of financial services? Explain some of the financial services which you think can be marketed.
- (c) Write in detail about the terms 'customer expectations' and 'customer satisfaction'.

4. Attempt any two parts of the following:-

[10×2=20]

- (a) Explain targeting, segmenting and positioning of financial services.
- (b) Explain the term 'Service Quality' and also discuss in detail about the 'Gap Model' in service marketing.
- (c) Explain the following terms
 - (i) Service Pricing
 - (ii) Service Promotion
 - (iii) Service Distribution

5. Attempt any two parts of the following:-

[10×2=20]

- (a) Write an essay on global perspective and international marketing of services

(b) Discuss Briefly:

- (i) Credit Cards
- (ii) Debit Cards
- (iii) Home Loans
- (iv) Insurance Services

(c) Consider yourself as an entrepreneur who is going to start his/her venture in telecom services, how will you devise a marketing campaign for effective promotion? Explain in detail.

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