

Total No. of Questions : 5]

SEAT No. :

P3996

[5070]-4002

[Total No. of Pages : 2

M.B.A.

**403 (MKT): SERVICES MARKETING (SPL.)
(2013 Pattern) (Semester - IV)**

Time : 2½ Hours]

[Max. Marks : 50

Instructions to the candidates:

- 1) Answer five questions.*
- 2) All questions carry equal marks - 10.*

Q1) a) Define Services. Explain its significance and characteristics.

OR

b) Explain three extended marketing mix for Services with example.

Q2) a) Discuss the impact of customer perception and customer satisfaction on service product.

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OR

b) Discuss on service promotion about 'Integrated Service marketing communication' and 'visual merchandising'.

Q3) a) Define and signify the 'Quality function Deployment'.

OR

b) Explain about the service design and standards.

Q4) a) What is the concept of service culture? Explain employee's role in service delivery.

OR

b) Define the concept 'customer as a co-producer' in service culture with example.

P.T.O.

Q5) a) Discuss the applications of service marketing with example (at least two).

OR

b) Write short notes on (any two):

- i) IT and ITES.
- ii) Marketing in Tourism.
- iii) Health care sectors.
- iv) Sports and Entertainment in service sectors.

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