

Total No. of Questions : 7]

SEAT No. :

P2348

[4670]-54

[Total No. of Pages : 1

M.B.A.

MARKETING MANAGEMENT SPECIALISATION - IV

404 - A : Services Marketing

(2008 Pattern) (Semester - IV) (Elective - VI)

Time : 3 Hours]

[Max. Marks : 70

Instructions to the candidates:

- 1) Attempt Any Five questions.***
- 2) All questions carry equal marks.***

Q1) Service Sector in India is growing rapidly. Trace the reasons for its growth.

Q2) “For successful Service Marketing you have to go beyond the 4P’s.” Do you agree with the statement? Give relevant examples in support of your answer.

Q3) Explain how Promotion objectives for services differ from goods.

Q4) What is service gap and how it can be managed?

Q5) Describe how market segmentation can be used in services.

Q6) Discuss ‘People element is one of the most important to manage services’.

Q7) Write Short Notes on: (Any 2):

- a) Service Failure.***
- b) Product-Service Continuum.***
- c) Service Marketing Triangle.***
- d) Service Encounter.***

