

Total No. of Questions : 5]

SEAT No. :

**P4802**

[Total No. of Pages : 2

**[5565]-4012**

**M.B.A.**

**SERVICES MARKETING**

**(2016 Pattern)**

*Time : 2¼ Hours]*

*[Max. Marks : 50*

*Instructions to the candidates:*

- 1) *Attempt all questions.*
- 2) *All questions carries equal marks.*

**Q1)** Explain the nature of services. What are the unique characteristics of services' **[10]**

OR

Explain in brief Consumer Behavior in Services and factors influencing customer expectation of service.

**Q2)** Write in brief : **[10]**

- a) Explain GAP model of service quality.
- b) Discuss the need for measuring service quality.

OR

Discuss the major issues and challenges of service Communication in India

**Q3)** Write in detail the factors involved in Design and Development of service marketing system in an organization. **[10]**

OR

Discuss the major issues and challenges of service marketing in India.

**Q4)** Why is the people' element of the marketing mix so important in services marketing? **[10]**

OR

What is Internal Marketing'? Explain the stages in developing internal marketing program.

**P.T.O.**

**Q5) Short Notes (Any TWO) :**

**[10]**

- a) Financial & economic impact of service.
- b) Factors influencing customer expectation of service.
- c) Inseparability and Inventory of Services.

