

Total No. of Questions : 5]

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SEAT No. :



[Total No. of Pages : 2

May 18

[5365]-4012

M.B.A. (Semester - IV)

403 (MKT) : SERVICES MARKETING

(2016 Pattern)

Time : 2½ Hours]

[Max. Marks : 50

Instructions to the candidates :

- 1) Attempt all questions.
- 2) All questions carry 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.

P.T.O.

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.

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