

Total No. of Questions : 5]

SEAT No. :

P2217

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M.B.A.

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

Time : 2½ Hours]

[Max. Marks : 50

Instructions to the candidates:

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

Q1) Define services Marketing. Discuss the characteristics of services.

OR

What is marketing mix for services? Discuss additional three marketing mix elements in services.

Q2) Describe about the 'customer perception' and 'customer satisfaction' for service product.

OR

Discuss the delivering services through intermediaries and electronic channels.

Q3) Elaborate 'Service delivery' and 'self - service technologies'.

OR

Describe about the 'service design' and 'standards'.

Q4) Write short notes on (any two)

- | | |
|----------------------------|---|
| i) Service culture | ii) Service - profit chain |
| iii) Virtual service scape | iv) Customer's role as a 'co-producer' in service |

OR

Explain the "Internal marketing' and 'Emotional labour' in services marketing.

Q5) Discuss with example the application of service marketing in 'sports' and 'Entertainment'.

OR

Discuss with example the application of service marketing in 'Logistics' and 'Healthcare'

