

BHARATI VIDYAPEETH
(DEEMED TO BE UNIVERSITY), PUNE (INDIA)
School of Distance Education

Assignment No.	01	Name of the Assignment Setter:	Prof.D. H. Malve
Course:	CBCS-2018	Class:	M.Com.
Subject:	MARKETING -VI		

Q.1	Attempt ANY ONE of the following (1000 Words):	(10)
A)	Explain nature and characteristics of services marketing.	
B)	What are the reasons for growth in service marketing?	
Q.2	Attempt ANY TWO of the following (800 Words):	(10)
A)	Discuss service life cycle in brief.	
B)	Discuss the role of internet in service marketing.	
C)	Explain various factors involved in pricing a service product.	
D)	What are the challenges in distribution of services?	
Q.3	Write Short Notes on (ANY TWO):	(10)
A)	Services marketing triangle.	
B)	Service encounter	
C)	Employee's role in services	
D)	Customer privacy.	