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

M.Com. SEM IV

Marketing-VIII (Service Marketing)

Assignments

Q.1Attempt any One of the following:(10)Explain the component of service quality.(10)A)सेवा गुणवत्तेचे घटक स्पष्ठ कराExplain the positioning strategies in service.B)सेवेमधील स्थिती व्युव्हरचनास्पष्ठ कराQ.2Write short-note on any One of the following:(05)A)Performance Measurement परिपूर्ती मोजमापB)IT services in marketing विक्री मधील ITसेवा-Q.3Attempt any One of the following:(10)A)Discuss the various service marketing applications. विक्री बाबत वेगवेगळ्या सेवा अनुप्रयोगाची चर्चा करा.B)Explain the contribution of services to customer satisfaction?
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ग्राहक सेवा समाधानाचे योगदान स्पष्ठ करा
Q.4 Write short-note on any One of the following: (05)
A) Features of positioning of service.
सेवा स्थितीची वैशिष्ठे
B) Importance of service quality
सेवा गुणवत्तेचे महत्व
C) e- service.
e- सेवा -