

Bharati Vidyapeeth
(Deemed to be University), Pune
School of Distance Education

Assignment No.		Name of the Assignment Setter:		YASHWANT KUMAR	
Course code	MK02	Class:	MBA	Semester:	III

Subject:	SERVICES MARKETING
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- Q.1) Attempt **ANY ONE** of the **Following (1000 Words)** (10)
- a) Define Services indicating the salient characteristics. Elaborate how does services marketing mix differ from marketing-mx of goods.
 - b) What is SERVQUAL/? Discuss various dimension of SERVQUAL and how do they help a service markets?
- Q.2) Attempt **ANY TWO** of the **Following (800 Words)** (12)
- a) Discuss the spillover effects of growth of the service economy in India.
 - b) Draw service blue print for a hotel.
 - c) What is services GAP model?
 - d) 'Process' and 'physical Evidence' are very important to financial service organizations. Explain with relevant examples.
- Q.3) Write Short Notes on (**ANY TWO**) (08)
- a) Customers as a co-produces of services
 - b) e-services
 - c) Service Life Cycle
 - d) Robert Johnston Model of Service Segmentation Strategy