

Subject : Elective-V : Services Marketing (Marketing Management)

Day : Saturday
Date : 11/06/2016



Time : 02.00 P.M. TO 05.00 P.M.
Max Marks : 70 Total Pages : 1

N.B.:

- 1) Attempt **ANY FOUR** questions from Section – I and attempt **ANY TWO** questions from Section – II.
- 2) Answers to both the sections should be written in the **SAME** answer book.
- 3) Figures to the right indicate **FULL** marks.

SECTION – I

- Q.1** Write a detailed note on the role of services sector in a growing economy like India. [10]
- Q.2** How does services marketing differ from goods marketing? Explain with suitable examples. [10]
- Q.3** What is meant by service quality? Discuss the dimensions / determinants of service quality. Give examples. [10]
- Q.4** What are the different pricing strategies that can be used in services marketing? [10]
- Q.5** Write short notes on **ANY TWO** of the following: [10]
- a) Classification of services
 - b) Servicescape
 - c) SERVQUAL
 - d) Managing IT in service organization

SECTION – II

- Q.6** What is meant by Service Blue Print? Design a service blue print of home/office delivery food service. [15]
- Q.7** “It is said that public relations tools are more relevant in a service organization”. Comments on this statement in the light of media fragmentation. [15]
- Q.8** Design a strategic marketing plan for an organization offering healthcare services. [15]

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