

BHARATI VIDYAPEETH  
(DEEMED TO BE UNIVERSITY), PUNE (INDIA)  
School of Distance Education  
M.Com. SEM IV  
**Marketing-VIII (Service Marketing)**

Assignments

Assignment-I		
Q.1	Attempt any One of the following:	(10)
A)	Explain the component of service quality. सेवा गुणवत्तेचे घटक स्पष्ट करा	
B)	Explain the positioning strategies in service. सेवेमधील स्थिती व्यवहाराच्यो स्पष्ट करा	
Q.2	Write short-note on any One of the following:	(05)
A)	Performance Measurement परिपूर्ती मोजमाप	
B)	IT services in marketing विक्री मधील ITसेवा-	
Q.3	Attempt 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? ग्राहक सेवा समाधानाचे योगदान स्पष्ट करा	
Q.4	Write short-note on any One of the following:	(05)
A)	Features of positioning of service. सेवा स्थितीची वैशिष्ट्ये	
B)	Importance of service quality सेवा गुणवत्तेचे महत्त्व	
C)	e- service. e- सेवा-	