

(Gen)
M.B.A. SEM-III / M.B.A.(HR) SEM-III (2016 COURSE) CBCS :
SUMMER - 2018

SUBJECT: SERVICES MARKETING

Day : **Friday**
Date : **11/05/2018**

S-2018-1822

Time : **10.00 AM TO 01.00 PM**
Max. Marks: 60

N.B.

- 1) Attempt any **THREE** questions from Section –I. Each question carries 10 marks.
 - 2) Attempt any **TWO** questions from Section –II. Each question carries 15 marks.
 - 3) Answers to both the Sections should be written in the **SEPARATE** answer book.
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SECTION – I

- Q.1** What is Service Life Cycle? Explain in detail various stages of service life cycle.
- Q.2** What is Relationship Marketing? Explain its role in promotion of different services.
- Q.3** What is Service Quality? Explain how customers evaluate the service performance.
- Q.4** What is Service Pricing? Explain the factors involved in pricing a service product.
- Q.5** Write notes on any **TWO** of the following.
- a) Service segmentation
 - b) e - services
 - c) Service marketing triangle
 - d) Classification of services

SECTION – II

- Q.6** Design a Pricing plan for the service products of a chain of hotels operating at national and international level.
- Q.7** Develop a Marketing mix for an American tour and travels company that has recently entered in India.
- Q.8** Design a Training program for the employees of an insurance company operating in Indian market.

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