

S.D.E.
M.B.A. (E) Sem-IV (2 Year Course) : WINTER - 2018
SUBJECT : ELECTIVE –V: SERVICES MARKETING
(MARKETING MANAGEMENT)

Day : Saturday
Date : 08/12/2018

W-2018-4773

Time : 02.00 PM TO 05.00 PM
Max. Marks : 70

N.B.:

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

SECTION – I

- Q.1** Discuss ‘People element is one of the most important factor to manage services’. [10]
- Q.2** Define ‘Standardisation’ in service. Explain self-service technologies. [10]
- Q.3** What are the main approaches adopted while pricing the services? Explain each approach in detail. [10]
- Q.4** ‘Tangibilizing through physical evidence is an important strategy’. Explain with the help of example. [10]
- Q.5** Write short notes on **ANY TWO** of the following: [10]
- a) Classification of services
 - b) Personal selling
 - c) SERVQUAL model for services quality

SECTION –II

- Q.6** Explain what steps a marketing manager can take to overcome the challenges imposed by 4’s of services with suitable example. [15]
- Q.7** Design a promotion mix for a low cost airline. [15]
- Q.8** Develop a marketing mix for ‘Share Khan’ a share broking company. [15]

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