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Roll No. ....

**MS-505/MM-2205**

**Services Marketing**

**(विपणन सेवाए)**

**Master of Business Administration/**

**P.G. Diploma in Marketing**

**Management**

**MBA-10/12/13/16/17/PGDMM-10/**

**16/17**

**4<sup>th</sup>/2<sup>nd</sup> Semester**

**Examination-2019**

*Time : 3 Hours*

*[Maximum Marks : 80*

**Note :** This paper is of Eighty (80) marks divided into two (02) Sections A and B. Attempt the questions contained in these sections according to the detailed instructions given therein.

**Section–A**

**(Long Answer Type Questions)**

**Note :** Section 'A' contains Five (05) long-answer-type questions of Fifteen (15) marks each. Learners

(2)

are required to answer any three (03) questions only. (3×15=45)

1. Discuss a detailed plan for marketing of Tourism services in Uttarakhand.
2. Discuss Seven P's of service marketing.
3. Write a detailed note on growth & evolution of service sector in India.
4. Discuss major Characteristics that affect marketing of services and are taken into consideration while designing a marketing program.
5. Discuss in detail the GAP model of service marketing.

### Section–B

#### (Short-Answer-Type Questions)

**Note :** Section 'B' contains Eight (08) short-answer-type questions of Seven (07) marks each. Learners are required to answer any Five (05) questions only. (5×7=35)

1. Discuss various factors influencing consumer buying behaviour in service marketing.
2. Write a short note on service recovery process & strategies.

(3)

3. Explain the role of internet in service marketing.
4. Discuss the ways of enchanaing customers participation in service delivery.
5. Discuss various ways of improving the services in Telecommunication industry.
6. Discuss the common constraints of time, labour, equipments facility that poses an issue in front of service business.
7. What role does the employers playin catering to the customers effectively in the case of service marketing.
8. Discuss four focus strategies in service marketing.