

MS-505/MM-2205
SERVICES MARKETING

Master of Business Administration
P.G. Diploma in Marketing Management
(MBA-10/12/13/16/17/PGDMM-10/16/17)

4th/2nd Semester, Examination-2020

Time Allowed : 2 Hours

Maximum Marks : 80

Note : This paper is of Eighty (80) marks divided into Two (02) sections A and B. Attempt the question 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 Twenty (20) marks each. Learners are required to answer any two (02) questions only. (2×20=40)

1. Discuss in detail the scope of Health services marketing in India.
2. Explain service market segmentation targeting and positioning with a suitable example.
3. Discuss major issues challenges of service marketing in India.
4. Discuss in detail the importance of Customer Relationship Management.
5. What do you understand by consumer Behaviour? Explain the importance consumer Behaviour study stillly for service marketing.

Section-B

(Short answer type questions)

Note: Section-B Contains Eight (08) short answer type questions of Ten (10) marks each. Learners are required to answer any four (04) questions only. (4×10=40)

1. Discuss the role of internet in service marketing.
2. Write a short note on GAP model of service marketing.
3. Write a short note on service quality.
4. Discuss the role of customers in service delivery.
5. Discuss various ways of improving the services provided by financial institutions.
6. What is yield management? Discuss risks of adopting a yield management strategy.
7. Discuss the importance of employees in effective service delivery.
8. Write a note on customer service standards.
