

Code: 9E00403b

MBA IV Semester Regular & Supplementary Examinations September/October 2014

SERVICES MARKETING

(For students admitted in 2010, 2011 and 2012 only)

Time: 3 hours

Max Marks: 60

Answer any FIVE questions

All questions carry equal marks

- 1 What are the main differences between marketing service and physical services? Explain with an example in Indian context.
- 2 What is meant by marketing planning? How do we allocate resources and monitor marketing planning and services?
- 3 Explain about various methods used in selecting appropriate customer portfolio.
- 4 Explain about positioning of services in the marketing and various steps in it.
- 5 What are the various types of pricing methods for services? Explain each method with an example.
- 6 What is meant by marketing communication? What are the various strategies used in its implications?
- 7 How do we plan for services? How we manage service delivery?
- 8 Explain briefly about customer relationship marketing and its programs.
