

Code: 9E00403b

MBA IV Semester Regular & Supplementary Examinations, June 2012

SERVICES MARKETING

(For students admitted in 2009-10 & 2010-11 only)

Time: 3 hours

Max Marks: 60

Answer any FIVE questions
All questions carry equal marks

- 1 What is service marketing? Discuss the role of service sector in the Indian economy.
- 2 What is strategic planning? Briefly explain the steps in strategic planning.
- 3 Answer the following:
 - (a) Customer loyalty.
 - (b) Process of market segmentation.
- 4 (a) Explain the different stages in the development of new services.
(b) Write a detailed note on service branding.
- 5 What are the various methods of pricing used for service products?
- 6 Briefly explain the guidelines for managing service communication.
- 7 What are the steps taken to design a distribution system in service firms?
- 8 Answer the following:
 - (a) Marketing planning and services.
 - (b) Marketing strategy formulation.
