

Subject : Elective-V : Services Marketing (Marketing Management)

Day : Friday
Date : 16/12/2016



Time : 02.00 P.M. TO 05.00 P.M.
Max Marks : 70 Total Pages : 1

N. B. :

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

SECTION - I

- Q.1** What do you understand by the term ‘Services’? Explain why services marketing have become more important for organizations in the current business scenario? (10)
- Q.2** What is ‘Service Blue Print’? List and explain the steps in building a Service Blue Print. (10)
- Q.3** Explain various pricing strategies that link to the four value definitions. Give examples. (10)
- Q.4** What is service quality? Explain the SERVQUAL model with example. (10)
- Q.5** “The conventional marketing mix elements do not meet the requirements of services marketing”. Do you agree? Justify your answer. (10)
- Q.6** Write short note on **ANY TWO** of the following: (10)
- a) Services V/s Tangible goods
 - b) Total customer oriented services organization
 - c) Classification of services
 - d) Servicescape

SECTION – II

- Q.7** Assume that you are a manager of a health club. Discuss physical evidence strategies you might use to maximize customers positive perceptions of your club. (15)
- Q.8** Discuss the role of publicity and personal selling in promoting tourism business. (15)
- Q.9** Develop the ways and means of customer relationship management to be practiced for retail shops. (15)

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