Sub Code:MAMMK05

Paper Id: 293930 Roll No:

MAM

(SEM-IX) THEORY EXAMINATION 2019-20

MARKETING OF SERVICES

Time: 3 Hours ***Total Marks: 100***

Note: 1. Attempt all Sections. If require any missing data; then choose suitably.

SECTION A

1. Attempt *all* questions in brief. 2 x 10 = 20

a.	Explain the emergence of marketing thought for services.
b.	Explain customer participation in services.
c.	What do you understand by service triangle?
d.	What is meant by service perception?
e.	Explain service postitoning.
f.	What are the benefits of service branding?
g.	What is meant by technical quality in services?
h.	What do you understand by price bundling in services?
i.	What are the objectives of internal marketing?
j.	What is physical evidence?

SECTION B

2. Attempt any *three* of the following: 10x3=30

a.	Explain the reasons for the growth of service sector in India.
b.	Explain the approchaes for pricing of services.
c.	What are the challenges to service firms in designing a distribution system?
d.	How do you understand an Insurance offer? Explain the marketing strategies of insurance services.
e.	Discuss the meaning, nature and scope of globalisation of services?

SECTION C

3. Attempt any *one* part of the following: 10x1 = 10

a.	Discuss the various problems faced by marketer because of the characteristics of services.
b.	Explain the various determinants of service quality.

4. Attempt any *one* part of the following: 10x1=10

a.	Critically evaluate the basic service package of a service company of your choice.
b.	Why the pricing of services is more difficult than pricing of goods. Discuss.

5. Attempt any *one* part of the following: 10x1=10

a.	Suggest the guidelines for the development of a physical evidence strategy.
b.	What are the benefits in using franchises for service distribution? Discuss.

6. Attempt any *one* part of the following: 10x1 = 10

a.	Develop a market segment plan for banking services.
b.	Explain how service quality is perceived?

7. Attempt any *one* part of the following: 10x1 = 10

a.	Discuss the problem faced by global service marketers.
b.	What is meant by strategic alliance and why are they of importance to the services sector?

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