

Roll No.

Exam Code : J-19

Subject Code—0300

M.B.A. EXAMINATION

(Batch 2009-2017) (Main & Re-appear)

(Fourth Semester)

MARKETING OF SERVICES

MM-411

Time : 3 Hours

Maximum Marks : 70

Section A

Note : Explain in brief *seven* short questions of 5 marks each. **7×5=35**

1. What are characteristics of services ?
2. What is service marketing mix ?
3. Define Service Strategy.
4. Define Advertising.

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5. Packaging of services
6. Service recovery paradox.
7. What is physical evidence servicescape ?
8. Meaning of Recovery Management
9. Classification of services
10. Marketing of financial services.

Section B

Note : Attempt all the questions.

11. What is the difference of goods and services marketing ? Explain expanded Ps of service marketing with examples. 12

Or

Discuss marketing challenges in service business. Explain with examples.

12. Explain importance of service encounters and discuss the role of motivation and training for service delivery. 12

Or

What is service triangle and discuss its role in service vision and framing strategies ?

13. Explain managing productivity and differentiation in service organizations. How is demand-supply in services managed ? 11

Or

Discuss the role of branding and packaging in designing services. Give examples.