

January—2009

Roll No. ....

Subject Code—815

**M.B.A. EXAMINATION**

(Fourth Semester)

(Re-appear)

(2 Years New Scheme)

MM-411

**MARKETING OF SERVICES**

*Time : 3 Hours*

*Maximum Marks : 100*

**Note :** Attempt any *Five* questions. All questions carry equal marks.

1. Define Service. What are unique characteristics of services and what challenges they pose before service marketers ?
2. Is traditional 4Ps concept of marketing mix is enough for services ? If yes, what should be its configuration ?

(2-71)

P.T.O.

3. Write a detailed note on internal marketing.
4. What are the challenges in managing service quality ? What is the contribution of 'gap' model in understanding what causes quality failure ?
5. Why service failures occur ? What are different service recovery strategies ?
6. Write a detailed note on marketing of financial services by Indian banks.
7. What challenges are associated with demand-supply management ?
8. Write short notes on any *two* of the following :
  - (i) Managing Service Productivity
  - (ii) Service Product Development
  - (iii) Service Branding.