

Roll No.

Subject Code—8209-X

M.B.A. EXAMINATION

(Fourth Semester)

(Re-appear Prior to Batch 2009)

MM-411

MARKETING OF SERVICES

Time : 3 Hours

Maximum Marks : 100

Note : Attempt both Sections A and B. Internal choices with Sections have been given.

Section A

1. Write short notes on any *Seven* of the following : **7×7=49**

- (i) Emergence of Service Economy
- (ii) Goods and Services Marketing
- (iii) Service Product Development

- (iv) The Service Consumer Behaviour
- (v) Managing Productivity and Differentiation in Service Organisations
- (vi) Advertising and Branding in Services
- (vii) Recovery Management
- (viii) Relationship Marketing
- (ix) Classification of Services
- (x) Marketing of Financial Services.

Section B

Note : Attempt all the questions. **3×17=51**

2. Explain nature of Services. Discuss Marketing Framework for Service Businesses.

Or

Explain the meaning of Service Encounter. Also discuss the marketing challenges in Services.

3. Why is Service Vision and Service Strategy important for Business ? Explain the role of quality issues in Service Business.

Or

What is Demand-Supply Management in Services Business ? How does it help in Managing Productivity ?

4. Discuss role of Advertising, Branding and Packaging of Services in Industry. Give suitable example.

Or

Discuss Marketing of Financial Service. Also explain Indian scene of Designing of Service Strategy.