

Total No. of Questions : 5]

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SEAT No. :

[5659]-4012

[Total No. of Pages : 1

M.B.A.

MKT -403 : SERVICES MARKETING

(2016 Pattern)

Time : 2¼ Hours]

Instructions to the candidates:

- 1) Attempt all questions.
- 2) All questions carries equal marks.

[Max. Marks : 50

Q1) Explain the concept of services. What is future of the service sector in the Indian economy? [10]

OR

- a) Explain essentials and parameters of service quality.
- b) Discuss the need for measuring service quality.

Q2) Explain in brief the scope of Integrated service marketing communication how Visual merchandising help in generate referral leads to business. [10]

Q3) How services marketing is significant and applicable in telecom and health sector explain with suitable example. [10]

Q4) Explain application of Services Marketing in Sports & Entertainment. [10]

OR

Explain application of Services Marketing in Helathcare sectors.

Q5) Short notes. (any two)

- a) Customer profitability Measurement.
- b) Revenue management Techniques.
- c) Service quality-ServQual.

[10]

