

Total No. of Pages:

Register Number:

6722

Name of the Candidate:

M.B.A. (CORPORATE MANAGEMENT) DEGREE

EXAMINATION - 2011

(SECOND YEAR)

(PAPER – XVI)

271. MARKETING OF SERVICES

December)

(Time: 3 Hours

Maximum: 75 Marks

SECTION - A

Answer any FIVE questions.

(5 × 3 = 15)

1. Explain intangibility of services with examples.
2. What do you mean by Service Quality?
3. What is technographic segmentation?
4. What is functional quality?
5. How can service employees be motivated?
6. What is internal marketing?
7. Explain services perceptions.
8. Explain the impact of emerging GATS in world trade on services.

SECTION - B

Answer any THREE questions.

(3 × 10 = 30)

9. Explain the reasons for the growth of the services sector during the last two decades.
10. What is services marketing triangle? Explain its significance and applications in Industries.
11. What is service positioning? Explain.
12. What is services blue printing? Explain.
13. Explain the strategies for closing GAP 3 of the GAPS model in services.

SECTION - C
Answer any ONE question. (1 × 15 = 15)

14. Differentiate between goods and services.
15. Explain the expanded services marketing mix.
16. Explain the customer relationships and life time value in services.

SECTION - D
(Compulsory) (1 × 15 = 15)

17. Take an example of a service product and discuss value pricing. How can markets be divided based on value pricing?

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