

00388

**EXECUTIVE MASTER OF BUSINESS
ADMINISTRATION (EXMBA)**

Term-End Examination

December, 2011

MCTE-076 : MARKETING OF SERVICES

Time : 3 hours

Maximum Marks : 100

Note : Answer any five questions. All questions carry equal marks.

1. What are the basic characteristics of services vis-à-vis goods? What are the implications of these characteristics for an interstate bus service ?
2. Explain the elements of services marketing mix. Illustrate your answer with suitable examples. .
3. Briefly explain the conceptual framework of services marketing. Illustrate your answer with suitable examples.
4. Discuss the role and contribution of services in the Indian economy. Give suitable examples.

5. What is physical evidence ? How does physical environment help build service brand ? Illustrate.
 6. Briefly discuss the stages in service design and development. Give suitable examples.
 7. What are the major differences between distribution of services and distribution of goods ? Illustrate with examples.
 8. Write short notes on *any two* of the following :
 - (a) Service tax
 - (b) Self service technologies
 - (c) Growth of service sector
 - (d) Pricing of services
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