

**MASTER OF BUSINESS ADMINISTRATION  
(MBAEV)**

**Term-End Examination  
December, 2013**

**MCNE-030 : SERVICES MARKETING**

*Time : 3 hours*

*Maximum Marks : 100*

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**Note :** (i) Attempt **any five** questions.  
(ii) All questions carry **equal** marks.

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1. Services Marketing is same as Products/goods marketing. Do you agree ? What are the characteristics of Services Marketing. Explain each characteristic with the help of suitable examples. **20**
  
2. What are the 7Ps of Services Marketing-mix elements ? Explain each element with the help of suitable examples. **20**
  
3. (a) Explain the Service Quality Gap Model with the help of an example. **10**  
(b) Building Customer Relationships is the secret of success in Services Marketing. Comment with the help of suitable example. **10**
  
4. How far identification of customer expectations and customer perceptions helps the Service Marketing Companies ? Discuss in detail with the help of suitable example. **20**

5. Write notes on : 4x5=20
- (a) Consumer behaviour in services
  - (b) Service Development
  - (c) Service delivery through Intermediaries.
  - (d) Demand and Capacity Management in Services
6. (a) List the customer defined service standards and explain them with relevant examples. 10
- (b) Briefly explain the different roles played by the Employees and Customers in Service Delivery. 10
7. Discuss the Financial and Economic impact of service with the help of suitable examples. 20
8. Write notes on the following : 4x5=20
- (a) Integrated Services Marketing Communication
  - (b) Globalization of services
  - (c) CRM
  - (d) Pricing of Services
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