

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

**Term-End Examination
December, 2012**

MCTE-076 : MARKETING OF SERVICES

Time : 3 hours

Maximum Marks : 100

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

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1. Explain the key and distinguish characteristics of service marketing. 20
 2. Explain the reasons for the growing role of the services sector in Indian economy. 20
 3. Discuss how the strategy of services marketing is formulated. 20
 4. Write notes on the following : 20
 - (a) Service tax
 - (b) Pricing of Services

5. Explain the service marketing mix by giving suitable examples. 20
6. Discuss service marketing applications in Banking sector. 20
7. Explain service trinity model giving examples. 20
8. Write notes on the following : 20
- (a) Service failures
 - (b) Service quality management
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