

**MASTER OF BUSINESS ADMINISTRATION
(MBACN)**

**Term-End Examination
December, 2012**

MCNE-002 : SERVICES MARKETING

Time : 3 hours

Maximum Marks : 100

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

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1. Explain the importance of service sector in Indian economy. 20
 2. Discuss the framework for developing effective service marketing strategies. 20
 3. Write notes on the following : 20
 - (a) Change management
 - (b) SERVQUAL
 4. Explain store based strategy mix in Retailing. 20
 5. Write notes on the following : 20
 - (a) Feed back and complaint management system.
 - (b) Communication mix.

6. Explain the pricing strategies relevant to the service sector. 20
7. Write notes on the following : 20
- (a) Branding and positioning
 - (b) Managing the customer interface
8. Explain the process of measuring services delivery quality. 20
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