

00480

MASTER OF BUSINESS ADMINISTRATION  
(MBAEV)

Term-End Examination

June, 2013

MCNE-030 : SERVICES MARKETING

Time : 3 hours

Maximum Marks : 100

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

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1. What is the extended mix of services different from Goods Marketing ? What role these additional 'P' play in Services Marketing ? How to tangiblize the Intangibles ?
2. What is Service Product ? What are Core and Supplementary Services ? How they help in competitive advantages or differentiating from competitors ? Give suitable examples.
3. What can be the alternative methods used to build Customer Relations in Services Marketing ? What can be the various relationship strategies employed by Marketer ? Give examples.

4. How to Price Services ? Give suitable methods used in pricing services. What are the unique challenges involved in Pricing Services ?
  
  5. How to manage the services :
    - (a) While aligning service design and development.
    - (b) What is service triangle and discuss the employee and customer role in Service Delivery ?
  
  6. What is the process involved in Services Marketing Communication ? What are the elements of Services Marketing Communication and discuss the advantages and disadvantages of each ?
  
  7. Write short on :
    - (a) Service Recovery Strategies
    - (b) Product Service Continuum
  
  8.
    - (a) What unique challenge are involved in Globalization of Services ? Discuss.
    - (b) What is Service Quality Gap model ? Discuss in brief.
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