

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

**Term-End Examination
December, 2013**

MCTE-076 : MARKETING OF SERVICES

Time : 3 hours

Maximum Marks : 100

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

1. Explain how Service Marketing is different from Product Marketing ? Also give suitable examples to clarify your viewpoint. 20
2. Taking the example of an airline or an educational institute, explain the various elements of Services Marketing Mix. 20
3. What are the main reasons for growing share of the service sector in all major economies of the world ? Is it possible for an economy to be based entirely on services. 20
4. Discuss the importance of physical evidence for the following : 20
 - (a) Banks
 - (b) Educational Institutes

5. Identify and explain the product support services which a personal computer manufacturer can offer to remain competitive or for gaining competitive advantage. 20
 6. Identify the role played by distribution of services in achieving various service bench marking objectives. Illustrate your answer. 20
 7. Discuss some of consumer sales promotion schemes used by insurance companies in India. 20
 8. Write short notes on **any two** of the following : 20
 - (a) Differences between internal and external marketing.
 - (b) Mode of service delivery in international trade.
 - (c) Service Strategy.
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