

006903

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

Term-End Examination

June, 2012

MCTE-076 : MARKETING OF SERVICES

Time : 3 hours

Maximum Marks : 100

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

1. Discuss the Gaps Model of service quality. Which of the gap you believe is most difficult to close ? Give reasons.

2. What are the basic characteristics of services ? Give examples comparing and contrasting services with goods.

3. Explain the new service strategy development process. Illustrate with examples.

4. How the services marketing mix differs from the traditional marketing mix ? Illustrate your answer with suitable examples.

5. What is physical evidence ? How does physical environment help build service brand ? Illustrate.
 6. Briefly discuss the challenges faced while innovating, designing and developing services. Give suitable examples.
 7. Discuss the various approaches to pricing services. Which of these is most fair to the customers ? Why? Illustrate with examples.
 8. Write short notes on *any two* of the following :
 - (a) Service blueprinting
 - (b) Distribution of services
 - (c) Technologies in services
 - (d) Contribution of services to the economy
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