

MBACN

Term-End Examination

June, 2012

MCNE-002 : SERVICES MARKETING

Time : 3 hours

Maximum Marks : 100

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

1. Explain how services marketing differs from product marketing ? 20
2. Write a note on the position of services sector in Indian economy. 20
3. Explain the concept of market focused strategies giving suitable examples. 20
4. Explain the problems faced in implementing service strategies. 20
5. Write notes on the following 20
 - (a) Service Leadership
 - (b) Customer satisfaction

6. Explain the link between branding and positioning giving examples. 20
7. Write notes on the following 20
- (a) Retail Formats
 - (b) Nuances of service quality
8. Explain the importance of building and sustaining relationships in retailing. 20
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