

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

**Term-End Examination**

**June, 2013**

**MCTE-076 : MARKETING OF SERVICES**

*Time : 3 hours*

*Maximum Marks : 100*

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

1. Define service marketing and distinguish it from product marketing. 20
2. Explain GAPS model of service quality management. 20
3. Explain the process of pricing of services giving suitable examples. 20
4. Write notes on the following : 20
  - (a) Service marketing strategy
  - (b) Service marketing mix

5. Why the growth of services sector is important for economic development ? Discuss. 20
6. Write notes on the following : 20
- (a) GAPS Model
  - (b) Physical environment
7. Discuss service marketing applications in Insurance Sector. 20
8. Write a note on Service Product design. 20
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