

**MASTER OF BUSINESS ADMINISTRATION
(MBACN)**

Term-End Examination

June, 2014

MCNE-002 : SERVICES MARKETING

00194

Time : 3 hours

Maximum Marks : 100

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

1. What do you understand by "service" and how will you classify various types of services ?
2. Discuss the affect of services on GDP, IT and construction industries.
3. Explain the various level and service attributes that exist in an organisation.
4. What is physical evidence ? How does physical environment help in building service brand ?
5. Discuss "SERVQUAL" model of service quality.
6. Discuss the various approaches to pricing services.

7. Explain the factors to be considered before establishing a retail outlet.

 8. Write short notes on the following :
 - (a) Customer Decision Making
 - (b) Store Based Strategy
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