



Code: 9E00403b

MBA IV Semester Regular & Supplementary Examinations July 2015

SERVICES MARKETING

(For students admitted in 2011, 2012 and 2013 only)

Time: 3 hours

Max Marks: 60

Answer any FIVE questions

All questions carry equal marks

- 1 Define service. Explain classification of services with examples.
- 2 What is marketing planning? Discuss various steps in marketing planning process.
- 3 Define segmentation. Discuss the criteria for segmenting the financial service market.
- 4 Explain various steps in new service development process in the context of insurance sector.
- 5 Describe how characteristics of the services which influence the pricing decisions.
- 6 What guidelines you would follow for developing an advertising campaign for a service organization? Discuss by taking an example of a commercial bank or an insurance company.
- 7 Do you think physical evidence really matters in marketing of services? Discuss with the help of examples.
- 8 Define relationship marketing. Explain database marketing, interaction marketing and network marketing with examples.
