

**CODE NO: R5-310/MBA**

**JAWAHARLAL NEHRU TECHNOLOGICAL UNIVERSITY HYDERABAD**

**MBA-III Semester Regular Examinations February -2010**

**SERVICES MARKETING**

**Time:3hours**

**Max.Marks:60**

**Answer any Five questions  
All questions carry equal marks**

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- 1.a) What are the characteristics of services?  
b) Provide examples for classification of services by industry, target and customer services.
2. What is the importance of CRM for service marketing?
- 3.a) Explain the nature of technology as a distinct base for segmentation in service marketing.  
b) With relevant examples explain the concept of positioning of service and its importance.
- 4.a) Taking health care as an example illustrate the concept of product levels.  
b) What is Brand pyramid?  
c) What is the importance of branding service products?
5. What is the relationship between PLC theory and pricing strategy incase of services?
- 6.a) How does intangibility affect promotional decisions of services?  
b) What is internal marketing? How is it relevant to service marketing?
7. How do you compare distribution of goods to services? What factors affect choice of intermediaries for services?
8. Discuss the strategic planning process for a company marketing services at various levels. What tools are relevant in this context?

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