

Total No. of Pages : 2

Register Number :

6937

Name of the Candidate :

M.B.A. DEGREE EXAMINATION MAY 2014.**(APPLIED MANAGEMENT)****(SECOND YEAR)****242 — MARKETING OF SERVICES**

Time : Three hours

Maximum : 75 marks

SECTION A

Answer any FIVE questions. (5 × 3 = 15)
All questions carry equal marks.

1. What is Service Sector Economy?
2. How is Service Marketing Triangle defined?
3. Mention the concept of Consumer Behaviour.
4. Define Marketing Research.
5. What is meant by Market Segmentation?
6. Brief the concept of Service Development and Design.
7. Give the meaning of Service Gap.
8. What is Service Quality?

SECTION B

Answer any THREE questions. (3 × 10 = 30)

All questions carry equal marks

9. List out the service characteristics in Service Marketing.
10. How can Customer expectation be made use of in Services Marketing?
11. Explain the benefits of Relationship Marketing.
12. Analyze the different types of Supplementary Services.
13. Elucidate the concept of Customer Service functions.

SECTION C**Answer any ONE question.****(1 × 15 = 15)**

14. Differentiate Customer Expectation and Customer perception in the success of Services marketing.
15. Enumerate the concept and strategies of Relationship Marketing.
16. Highlight the different prescription for closing quality gaps.

SECTION D**Compulsory.****(1 × 15 = 15)**

17. Differentiate the behaviour of consumers in relation to marketing of products and that of services.

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