

Code No. 2066

FACULTY OF MANAGEMENT

MBA IV – Semester Examination, April 2015

Subject: Service and Global Marketing

Elective – IV (Minor – II Area)

Course No.4.6.3 (Marketing)

Time: 3 Hours

Max. Marks: 80

PART – A (10x2 = 20 Marks)

[Short Answer Type]

1. Write short notes on following at one place only.

- a) Characteristics of a service
- b) Scope of services
- c) 7 P's of services marketing
- d) Cultural environment for global marketing
- e) Interactive marketing
- f) Global Demographic environment
- g) Dimensions of service quality
- h) Branding for global markets
- i) International marketing
- j) Positioning of a service for global market

PART – B (5x12 = 60 Marks)

[Essay Answer Type]

Answer all questions using internal choice.

- 2 a) Explain the critical factors in service marketing.
OR
b) Describe the role of service industry in Indian economy.
- 3 a) Why quality management in services is more challenging than goods marketing?
OR
b) Discuss the role of people, physical evidence and process in the context of marketing of services.
- 4 a) How do you overcome the problems due to services characteristics in services marketing?
OR
b) Distinction between internal marketing and interactive marketing.
- 5 a) Explain the role of economic and social environment in global marketing.
OR
b) "Technology is enabling the growth of global business" justify your answer.
- 6 a) Distinguish Global marketing and Domestic marketing.
OR
b) Explain the process of new product development in the context of global marketing.
