

Code No. 9116

FACULTY OF MANAGEMENT
MBA IV – Semester Examination, May/June 2017

Subject: Services and Global Marketing
Course No. 4.6.2 (M)
Elective IV – Marketing

Time: 3 Hours

Max. Marks: 80

Note: Answer all the questions.

PART – A (10x2 = 20 Marks)
[Short Answer Type]

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

- Unique features of goods and services.
- Target Marketing
- Product positioning
- People
- 7 P's of service marketing
- Significance of CRM in service marketing
- Interactive marketing
- Limitations of global marketing system
- Elements in global customer needs
- Reasons for new product development

PART – B (5x12 = 60 Marks)
[Essay Answer Type]

Note: Answer all questions using internal choice.

- Discuss the recent dimensions in service marketing activities in India.

OR

 - Explain the 4I's, of services marketing with suitable examples.
- Discuss the significant pricing strategies for service marketing.

OR

 - Explain the techniques for measurement service quality.
- Discuss the advantages in building customer relationship through market segmentation.

OR

 - Explain various strategies for customer retention under competitive environment.
- Discuss the need for global market operations by the Indian entrepreneurs.

OR

 - Explain the issues relating to socio, economic and technological environment in global marketing system.
- Discuss the techniques for assessing global customer satisfaction.

OR

 - Examine the inter-relationship between Indian marketing and global marketing systems.
