

FACULTY OF MANAGEMENT**M.B.A. IV – Semester (CBCS) (New Syllabus) Examination, May / June 2018****Subject: Services and Global Marketing (Marketing)****Paper – MB – 405 – 2
Discipline Specific
(Elective – IV – Marketing)****Time: 3 Hours****Max.Marks: 80****Note: Answer all the questions from Part-A and Part-B.****Each question carries 4 marks in Part-A and 12 marks in Part-B.****PART – A (5x4 = 20 Marks)
[Short Answer Type]**

- 1 Goods and services continuum
- 2 Basic Elements of Service Quality
- 3 Service marketing triangle
- 4 Cultural environment
- 5 .International product positioning

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

- 6 a) Define services. Explain its concepts and scope.
OR
b) Evaluate customer expectations and perceptions of services.
- 7 a) Evaluate 4Ps of services marketing.
OR
b) Discuss various methods of measuring Service Quality.
- 8 a) Briefly discuss about Services Marketing Strategies.
OR
b) Evaluate Internal Marketing and Interactive Marketing of services.
- 9 a) Define Global Marketing and explain its importance.
OR
b) Explain factors effecting to the Global Marketing Environment.
- 10 a) Explain global product planning and its objectives.
OR
b) Evaluate distinction between Global Marketing and Indian Marketing.
