

**R07**

**Code No: MA307**

**JAWAHARLAL NEHRU TECHNOLOGICAL UNIVERSITY HYDERABAD**

**MBA - III Semester Examinations, January 2011**

**SERVICES MARKETING**

**Time: 3hours**

**Max. Marks: 60**

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

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1. What are services? Identify important trends in services? Explore the profound impact of technology on service?
2. Explain the nature of service consumption. Discuss different strategic responses to the intangibility of service performances?
3. What is customer loyalty? How to create and maintain valid relationships? Give appropriate examples.
4. Identify the primary channels through which services are delivered to end customers.
5. Explain the better ways for resource allocation and how marketing planning and services can be monitored.
6. Write short notes on any two the following terms
  - i) Nature of Physical services
  - ii) Concept of Service pricing
  - iii) Define marketing communication mix.
7. How situation review marketing strategy can be formulated? Explain it advantages and limitations.
8. Write short notes on the following terms (any two)
  - i) Customer satisfaction vs. customer delight
  - ii) Services improvement Vs service development
  - iii) External marketing vs. internal marketing

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