

W-2989

M.B.A. (Fourth Semester) Examination, June-2020

SERVICE MARKETING

Paper - MK-04

Time : Three Hours

Maximum Marks : 70

Minimum Pass Marks : 28

Note : Attempt **all** questions.

- Q.1. How the services marketing is different than the product marketing? Explain the attributes of the Services Marketing.
- Q.2. Define services. What are different challenges and strategic issues in Service Marketing?
- Q.3. What are the main elements of promotional mix in context of Services Marketing? Explain.
- Q.4. What do you understand by service quality? What a service marketer should do to ensure service quality?
- Q.5. Differentiate between a consumer and customer. How the customer satisfaction measured.

