

Roll No.

Y – 2874 (A)

M.B.A. (Fourth Semester) (SPECIAL) EXAMINATION, August 2021

(SECOND CHANCE)

Paper – MK—04

SERVICE MARKETING

Time : Three Hours

Maximum Marks : 70

Minimum Pass Marks : 28

Note—Attempt *all* questions.

1. Attempt all parts— 14
 - (a) Explain pricing decision.
 - (b) Define productivity in services.
 - (c) What is service marketing triangle ?
 - (d) What is service encounter ?
2. Explain the process by which a marketers of services can create a positioning strategy. Outline the steps involved in the positioning stance of a service firm. 14
3. Discuss the important pricing objectives of a firm. 14
4. How important is it to understanding consumer behaviour in the marketing of services ? Use examples to emphasize your point of view. 14
5. Define Services. What are different challenges strategic issues in service marketing ? 14

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