

W-2989(A)
M.B.A. (Fourth Semester) Examination,
(Second Chance) June-2020
SERVICE MARKETING

Paper -MK-04

Time : Three Hours

Maximum Marks : 70

Minimum Pass Marks : 28

Note : Attempt **all** questions. All questions carry equal marks.

- Q.1. 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.
- Q.2. What is the process of segmenting industrial markets for the service sector?
- Q.3. What are the pricing objectives and tactics used by service marketers as an element of the marketing mix?
- Q.4. How important is it to understanding consumer behaviour in the marketing of services? Use examples to emphasize your point of view.
- Q.5. Why is there a need for marketing of financial products? What different types of consumers exist and what is the kind of behaviour that they have towards financial products.

