

Roll No.

Y – 2874

M.B.A. (Fourth Semester) EXAMINATION,

May/June-2021

Paper – MK-04

SERVICE MARKETING

Time : Three Hours

Maximum Marks : 70

Minimum Pass Marks : 28

Note—Attempt *all* the questions.

Unit-I

1. Define Services. What are different challenges strategic issues in service marketing ?
14

Unit-II

2. What are the pricing objectives and tactics used by service marketers as an element of the marketing mix ?
14

Unit-III

3. What do you understand by service quality ? What a service marketer should do to ensure service quality ?
14

Unit-IV

4. Write an essay on Hospital Marketing in India.
14

Unit-V

5. What is CRM ? Details its implementation and relevance for service marketing.
14

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