

BHARTIYA VIDYA MANDIR (BVM) COLLEGE OF MGMT. EDUCATION

QUESTION BANK

MBA- IV SEM

04 (MK) – SERVICE MARKETING

Note : Question of 1.5 Marks.

- Q.1 What is marketing?
- Q.2 what is NGO's?
- Q.3 what does CRM do?
- Q.4 what is customer satisfaction?

Note : Questions of 2 Marks.

- Q.1 What are the functions of CRM?
- Q.2 what are the importance of NGO's?
- Q.3 what are the concept of hospitality marketing?

Note: Questions of 3 marks.

- Q.1 what is the process of measurement of customer satisfaction?
- Q.2 Explain educational marketing?
- Q.3 what is financial marketing?
- Q.4 Write Short note on :
 - (a) customer relation
 - (b) marketing of non profit organization
- Q.5 what are the factors that effect relationship of marketing with customer?
- Q.6 what are the functions of health marketing?
- Q.7 what is the difference between health marketing and hospitality marketing?
- Q.8 Explain the different applications of service?

PRIYA MISHRA