

MBA-04
Service Marketing MK-04
UNIT-1

- I- Short Answer type questions :-
- 1) Explain service sector?
 - 2) What is Economic Growth?
 - 3) What do you mean by positioning of services?
 - 4) How Services are different from goods?
 - 5) What is service marketing Triangle?
- II- Long Answer type questions :-
- 1) What do you mean by service marketing? What are its characteristics?
 - 2) Discuss all the various challenges in the fields of service Marketing.?
 - 3) What is Market segmentation? And how market segmentation is done in service Marketing?
 - 4) Write various emerging by Services?
 - 5) Classify services and discuss all the strategic issues in service marketing.?

UNIT-2

- I- Short Answer type questions :-
- 1) What is product?
 - 2) Define place in marketing?
 - 3) Discuss the concept of people in marketing mix?
 - 4) Throw some light on product mix?
 - 5) What do you mean by promotion?
- II- Long Answer type questions :-
- 1) Explain briefly the concept of Marketing mix in services?
 - 2) What are the various factors influencing marketing mix?
 - 3) Discuss any 14ps of marketing mix with their description?

UNIT-3

- I- Short Answer Type questions :-
- 1) What do you mean by productivity in services?
 - 2) What do you mean by dimensions in service marketing?
 - 3) Explain the terms demand management?
 - 4) What is consumer behavior in services?
- II- Long Answer type questions :-
- 1) Explain the process of service Management Process?
 - 2) Discuss the concept of service management and its various dimensions?
 - 3) What are the various limitations of Productivity in services?

- 4) Explain Various service quality modals?
- 5) Write short Notes on:-
 - a) Service Encounter.
 - b) Application of service Management.
 - c) Interactive marketing strategies.
 - d) Internal & external marketing strategic.

UNIT - 4

I- Short Answer type questions :

- 1) What is CRM?
- 2) What is hospitality?
- 3) Define NGO's?
- 4) What do you mean by customer satisfaction?
- 5) Explain the concept of professional services?

II- Long Answer type questions:-

- 1) Throw some light on marketing of financial & Hospitality services with their benefits?
- 2) Write Notes On:
 - a) Non Profit Organizations,
 - b) NGO's
 - c) Customer satisfaction
- 3) What do you mean by educational & professional services, Give suggestions about its developments?
- 4) What are the various customer satisfaction measures.?
- 5) How Relationship marketing & CRM are similar and how they can be used in service marketing.