

Total No. of Questions :8]

[Total No. of Printed Pages :2

15

Roll No

MAM-601**Master of Applied Management (Dual Degree),
VI Semester**

Examination, June 2017

Service Marketing**Time : Three Hours****Maximum Marks : 70**

Note: i) Attempt any five questions.
ii) All questions carry equal marks.

1. Briefly explain the emergence and reasons for growth of service sector in India.
2. Discuss unique characteristics of services with suitable examples. What problems are faced in marketing of services due to these characteristics?
3. Explain the concept of CRM and discuss role of relationship management in services sector.
4. What factors influence pricing of services? Briefly explain various service pricing strategies.
5. What is a service delivery system? Discuss its components with examples.

MAM-601

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[2]

6. Briefly explain different tools of promotion used in service industry with suitable examples.
7. What do you understand by physical evidences? Explain different types of physical evidences used in a Retail store.
8. Write short notes on any two:
 - a) Service Quality Gap Model.
 - b) Gronroos model of service quality.
 - c) Importance of people in services marketing.
