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Roll No .....

**MAM-601**

**MAM/MBA (Dual Degree/Integrated Course),  
VI Semester**

Examination, May 2019

**Service Marketing**

*Time : Three Hours*

*Maximum Marks : 70*

**Note:** i) Attempt any Five questions.

ii) All questions carry equal marks.

1. Discuss the importance of service marketing.
2. Explain the concept of Customer Relationship Management.
3. What are the components of service delivery system? Explain.
4. State the importance of people in service marketing.
5. Write short notes on
  - a) Service quality Gap model
  - b) Gronross model of service quality
6. Discuss the problems associated with services delivery.

7. Write about the concept of physical evidence in services.

8. Briefly explain the emergence and reasons for growth of service sector in India.

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