

MMS/M- 13
SERVICE MARKETING
Paper- MM- 403

Time allowed : 3 hours [*Maximum marks : 70*]

Note : Attempt five questions. Question No. 1 is compulsory.

- 1. Explain the following:**
 - I. Inseparability of service**
 - II. Service quality**
 - III. New product**
 - IV. Service strategy**
 - V. Employee empowerment**
 - VI. Cognitive dissonance**
 - VII. Customisation of service**
- 2. Bring out the role of service sector in Indian economy.**
- 3. Distinguish between goods and services. What are the challenges involved in the marketing of services.**
- 4. Explain the process of developing a new service product.**
- 5. Explain the different stages in the purchase process of a service.**
- 6. What is service strategy? Suggest the service strategies that can be adopted by telecom companies in India.**
- 7. What is relationship marketing? Explain the benefits of relationship marketing for a service marketer as well as the customers.**
- 8. Write note on the following:**
 - I. Challenges in the promotion of service.**
 - II. Methods to increase customer involvement in service.**