

Code: 9E00403b

MBA IV Semester Regular & Supplementary Examinations, July 2013
SERVICES MARKETING

Time: 3 hours

Max Marks: 60

Answer any FIVE questions
All questions carry equal marks

- 1 Explain the role and significance of services in the modern economy.
- 2 Answer the following:
 - (a) The marketing planning process.
 - (b) Monetary marketing planning and services.
- 3 Answer the following:
 - (a) Service market segmentation.
 - (b) Customer loyalty.
- 4 Answer the following:
 - (a) Planning and branding service products.
 - (b) New service development.
- 5 Write a detailed note on pricing strategies for services.
- 6 Answer the following:
 - (a) Explain the role of marketing communication.
 - (b) Service promotion.
- 7 Explain the role of intermediaries in planning and managing service delivery.
- 8 Write a detailed note on CRM programmes.
