Service marketing

INSTRUCTIONS:

1) All Questions are compulsory.
2) Figures to the right indicate marks.

Q.1 Write short notes on any four of the following: (4x4=16)

a) Role of service sector in an economy.
b) Peripheral evidence and essential evidence
c) People and equipment based services.
d) Process mix in Services Marketing
e) Dynamic performance expectation.
f) Responsiveness.

Q.2 Write short notes on any four of the following: (4x4=16)

a) Service product.
b)Service Environment.
c) Price mix in Services Marketing.
d) Explicit Expectations.
e) Service Encounters.
F) Service Quality.

Q.3) A) Explain the components of Marketing of Services. (12)

OR

Q.3) B) Describe the methods of classification of services. (12)

Q.4.A) What is place mix? Explain the factors to be considered while deciding a place in Services Marketing? (12)

OR

Q.4.B) Explain the issues of Pricing in service sector? (12)

Q.5) A) Explain the meaning and variability of Zone of tolerance. (12)

OR

Q.5) B) What do you understand by Customer Satisfaction? Explain the factors determining Customer Satisfaction. (12)

Q.6)A) Explain in detail different kinds of service encounters. (12)

OR

Q.6)B) Describe in detail meaning and benefits of service guarantees. (12)

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