

C 6404–D

B.B.A. (Three Year) DEGREE EXAMINATION, MARCH/APRIL 2018.

End Semester Examination

Sixth Semester

(Regular)

MARKETING OF SERVICES

Time : 3 Hours

Max. Marks : 70

PART — A

Answer any FIVE of the following questions. **(5 × 4 = 20 Marks)**

1. Characteristics of service.
2. What is meant by phone encounter?
3. Service guarantee.
4. Blue print.
5. Hotel marketing.
6. Service quality.
7. Target market.
8. Service standards.

PART — B

Answer ALL the following questions. **(5 × 10 = 50 Marks)**

9. (a) Explain the concept of integrated service management.

Or

- (b) Difference between goods and services.

10. (a) Explain the marketing management process for service organisation.

Or

- (b) How marketing manager develop the service marketing mix? Explain.

Turn Over

11. (a) Explain the factors which influences the customer expectation of service.

Or

(b) What are the different customer perceptions in service? Explain it.

12. (a) Write in detail about challenges of service design and development.

Or

(b) What are the factors that determine the service standards and customer standards?

13. (a) Write about tourism marketing.

Or

(b) What are features and objectives of Mutual Fund marketing?
