

MBA 806**MSP-42**

**M.B.A. DEGREE EXAMINATION –
JANUARY 2009.**

(A.Y. 2005–06 batch onwards)

SERVICES MARKETING

Time : 3 hours

Maximum marks : 75

Answer for 5 marks question should not
exceed 2 pages.

Answer for 15 marks questions should not
exceed 5 pages.

PART A — (3 × 5 = 15 marks)

Answer any **THREE** questions.

1. Differentiate goods and services.
2. What are the marketing problems caused by intangibility?
3. What is market segmentation?
4. List out the benefits of CRM.
5. Write short notes on internal marketing.

PART B — (4 × 15 = 60 marks)

Answer any FOUR questions.

6. Discuss the role of services Industry in modern economy.
7. What is product differentiation? How will you differentiate the services?
8. Outline the stages in new service development process.
9. What is service quality? Discuss the various services quality dimensions.
10. Explain the importance of 'process' element in service marketing mix.
11. Device a promotional strategy for an insurance company.
12. To what extent do the motivations of individual tourists vary? Give suitable illustrations.