
UTTARAKHAND OPEN UNIVERSITY, HALDWANI (NAINITAL)



उत्तराखंड मुक्त विश्वविद्यालय हल्द्वानी (नैनीताल)

Programme Name-MBA- Fourth Semester/PGDMM Second Semester

Programme Code- MBA-13 /PGDMM-10

Course Name-Service Marketing

Course Code- MM-2205

Maximum Marks-40

Session -2014-15, Summer

Last Date of Submission: 15 July, 2015

Section-A

Section 'A' contains 08 short answer type questions of 5 marks each. Learners are required to answers 4 questions only. Answers of short answer-type questions must be restricted to 250 words approximately.

Discuss the following (1-8) –

1. Nature of service.
2. Emergence of service economy.
3. Marketing mix for services.
4. Classification of services.
5. Blueprinting.
6. Pricing of service.
7. Service-Life-Cycle Concept.
8. Services Mix.

Section-B

Section 'B' contains 04 long answer-type questions of 10 marks each. Learners are required to answers 02 questions only.

1. What are the various features of services? Elaborate how to effectively manage the services?
2. What do you understand by service differentiation? What are the various elements of position?
3. Elaborate various pricing strategies for services?
4. Compare the individual and business buying behaviour in services?