



UTTARAKHAND OPEN UNIVERSITY, HALDWANI (NAINITAL)

MBA Fourth Semester/PGDMM Second Semester

Last date of Submission-15th June, 2012

Programme Code-MBA/PGDMM-10

Course Code: MM2205

Course Name-Services Marketing

Maximum Marks-40

Session: 2011-12 (Summer)

Section-A

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

Briefly discuss the following-

1. Distinguishing features of Services
2. 7Ps of Services Marketing
3. Service Differentiation
4. Concentrated Marketing
5. SERVQUAL
6. Services-Mix
7. Service Encounter
8. Service Recovery

Section-B

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

1. Discuss the important emerging trends in the services sector in India.
2. How is the concept of ownership different in services than in goods? What special challenge does this present for service marketers?
3. Explain the various steps that have to be followed by a company to design an appropriate positioning strategy for its services.
4. How is the concept of ownership different in services and goods? What special challenge does this present for services marketers?