

Course Code:2PGDMM1
Course: Service Marketing
Credit:5
Last Submission Date: April 30 (for July session)
October 31, (for January Session)

Max. Marks:-30
Min. Marks:-12

Note:-attempt all questions.

- Que.1 What do you understand by service marketing? Also explain unique characteristics of services.
- Que.2 Briefly explain challenges and issues in service marketing.
- Que.3 As a student of marketing, what importance do you attach to segmentation and Targeting? Are they more important than deciding the marketing mix ?
- Que.4 Suppose you want to open an Italian restaurant. How would you go about initiating Your business venture?
- Que.5 Discuss the service encounters in airline industry. what can be the possible problems with each encounter and how can they correct it ?
- Que.6 Explain the pricing policy adapter by big bazar.
- Que.7 As a marketer of an banking firm , how would you effectively advertise your Services?
- Que.8 Service sector today is more organised than ever. comment.
- Que.9 Explain the marketing mix of education services companies and hotels .
- Que.10 Short notes on :-
- (1) Service market segmentation
 - (2) GAP's model of service quality
 - (3) Marketing strategies for tourism