

MBA

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| 4M6408 | Roll No. : _____ | Total Printed Pages : 2 |
| | 4M6408 | |
| M.B.A. (Sem. IV) (Main) Examination, May/June-2011 | | |
| M - 408 : Marketing of Services | | |
| Group : Group B (Marketing) Major | | |

Time : 3 Hours]

[Total Marks : 70
[Min. Passing Marks : 28

The question paper is divided in two sections. There are sections A & B. Section A contains 6 questions out of which the candidate is required to attempt any 4 questions. Section B contains short case study/application bases 1 question which is compulsory. All questions are carrying equal marks.

Use of following supporting material is permitted during examination.
(Mentioned in form No. 205)

1. _____ x _____

2. _____ x _____

SECTION - A

1. Distinguish between goods and services and focus on nature of service marketing.
2. What motivates a customer to buy a service ? Discuss the customer expectations and perceptions for buying a service.
3. Discuss various steps in developing a positioning strategy in service industry.
4. Explain with examples and illustrations the role of extended marketing mix in marketing of services.

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- 5 Describe with examples the formulation of marketing mix for a private life insurance company in present scenerio.
- 6 What do you mean by tourism marketing ? Explain different types of users of the tourism services.

SECTION - B

- 7 Suppose you are hired as a service marketing consultant to design marketing strategies of a newly opened private university in the state of Rajasthan.

How shall you execute the desired task ?

Explain with suitable assumptions, examples and illustrations.