

Seat
No.

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आभास - 055

306 - SPECIALIZATION - III 436 B
Marketing Management
(Services Marketing)

P. Pages : 1

Time : Three Hours

Max. Marks : 60

Instructions to Candidates :

1. Do not write anything on question paper except Seat No.
2. Answersheet should be written with blue ink only. Graph or diagram should be drawn with the same pen being used for writing paper or black HB pencil.
3. Students should note, no supplement will be provided.
4. Answer **any three** questions from Section I & **any two** from Section II.
5. Even questions carries equal marks.
6. Figures to the right indicate full marks.

SECTION - I

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| 1. | Define service marketing its concept, features & importance. | 12 |
| 2. | Define the seven P's of service marketing mix with suitable example. | 12 |
| 3. | Discuss the causes of services quality gaps. | 12 |
| 4. | Explain Parasuraman-Zeithaml-Bitner Gap model. | 12 |
| 5. | Explain the service industry an emerging sector in Indian economy. | 12 |

SECTION - II

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| 6. | Explain the Global & Indian trends in Tourism & Hospitality Industry with reference to emerging sectors. | 12 |
| 7. | Explain the factors & techniques to resolve Gap found in the service sector. | 12 |
| 8. | Write a short note any two . | 12 |
| | a) Medical Tourism. | |
| | b) SERVQUAL & SERVPERF. | |
| | c) The soul of service sector : CRM. | |
