

DU-383

M.B.A. (F.T.) IVth Semester (CBCS) Examination, 2021

Ele.IV (Marketing Mgt.) Service Marketing

Paper - 406

[Maximum Marks : 60

Note :- All questions from each section carry equal marks. All questions are compulsory and answer limit are approximately 250 words. Start the answer of each section from new page. Maximum limit of pages of answer booklet are approximately 16 pages. Answer should be written by the student in his/her own handwriting mandatory. The first page of answersheet should be download by the student from university website www.bubhopal.ac.in is mandatory.

1. Evaluate the role of Services in Modern Economy ?
2. Discuss the challenges faced by the Markets in marketing of services with reference to the distinctive characteristics ?
3. Explain Positioning and its importance. Discuss strategies that can be adopted in positioning of services.
4. Write a short note on Service Mapping ?
5. What is a Service GAP ? Suggest prescription for closing the Gaps ?