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## **MAM - 601**

### **Master of Applied Management (Dual Degree), VI Semester**

Examination, June 2016

### **Service Marketing**

*Time : Three Hours*

*Maximum Marks : 70*

**Note:** Attempt any five questions. All questions carry equal marks.

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1. Why does the traditional 4 P's approach not work for services? What are the additional 3 P's recommended for marketing?
2. What is the gaps model of service quality? Explain each gap and how it results in deficient service?
3. Define service marketing. Discuss four unique characteristics of services with examples.
4. Define CRM. Discuss its importance in marketing.

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5. Explain the concept of "The service product". Write about service product mix.
6. Explain the differences in Goods Vs services marketing.
7. Write about classification of services.
8. Write about the concept of physical evidence in services.

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