

R09

Code No:E5411

JAWAHARLAL NEHRU TECHNOLOGICAL UNIVERSITY HYDERABAD

MBA – IV Semester Examinations, February -2012

SERVICES MARKETING

Time: 3hours

Max. Marks: 60

**Answer any five questions
All questions carry equal marks**

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1. What are the elements of service marketing mix?
- 2.a) Underline the role of culture in service.
b) What does service recovery mean?
- 3.a) What are the stages in new service development?
b) Explain the issues involved in service customization vs standardization.
4. Explain the approaches of cost based, competition based and demand based pricing to services. Which one would be fair to consumer?
- 5.a) What are the key reasons for service communication problem?
b) What are the advantages of Internet advertisement for services?
- 6.a) What are the typical elements of channels for services?
b) What are the benefits of electronic channels?
- 7.a) Outline the various elements of physical evidence.
b) What are the roles of services cape?
8. Write short notes on
a) Capacity planning of services b) Service and profitability. c) SERVQUAL.
