Sanjay Ghodawat University, Kolhapur **2020-21**

Established as State Private University under Govt. of Maharashtra. Act No XL, 2017

Year and Program	**School of Commerce and Management**	**Department BBA**
2020 TYBBA		
Course Code MBC MM 307	**Course Title Service Marketing**	**Semester – V**
Day and Date	**End Semester Examination**	**Time: Max Marks: 50**
Wednesday,09.12.2020		

Instructions: 1) All Questions are compulsory.
2) Figures to right indicate full marks

			Marks	Cos Blooms Level
Q.1		Answer the following(any two)		
	a)	Discuss in detail Services are now an integral part of any economy's infrastructure	09	CO1(1)
	b)	State how classification of services helps in developing the 7 P's better	09	CO1(1)
	c)	Discuss in detail service differs from product with examples.	09	CO2(2)
Q.2		Answer the following(any two)		
	a)	Describe in detail bases for segmentation for a fast food chain like McDonalds before entering a new geography	08	CO2(2)
	b)	Illustrate Positioning Process	08	CO2(2)
	c)	You being the marketing head of a travel and tour company List down all available pricing techniques and select a suitable pricing technique for your tour packages	08	CO3(3)
Q.3		Answer the following(any two)		
	a)	List the measures that manage customer service expectations	08	CO3(3)
	b)	Examine 7 P's of healthcare services	08	CO4(4)
	c)	Evaluate challenges in Services Marketing	08	CO5(5)