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		
CourseCodeMBC MM 307	**Course Title Service Marketing**	**Semester – Sem 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		
	a)	Outline in detail Myths and facts that make Services are now an integral part of any economy's infrastructure	09	CO1(1)
	b)	Identify classification of services helps in developing the 7 P's better	09	CO1(1)
	c)	Discuss and Confirm service differs from product with examples.	09	CO2(2)
Q.2		Answer the following		
	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	CO3(3)
	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		
	a)	Examine the measures that manage customer service expectations	08	CO4(4)
	b)	Assess 7 P's of healthcare services	08	CO5(5)
	c)	Appraise challenges in Services Marketing	08	CO5(5)