

MARKETING OF SERVICES



Brand: Mehta Solutions
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Short Description MARKETING OF SERVICES

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1. (a) What are the basic characteristics of services vis-a-vis goods ? What are the implications of these characteristics for a passenger airline ? (b) Distinguish between the following giving suitable examples : (i) Search and experience qualities (ii) Internal and external marketing

2. (a) What do you understand by the term 'Service Quality' ? Explain the 'Grouros Model of Service Quality' taking the example of a full service family restaurant. (b) What are the benefits to a service organisation in retaining its customers ? Discuss with the help of examples.

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3. (a) Identify and explain the product support services which automobile manufacturers can offer to its customers.

(b) Explain the importance of branding of financial services, giving suitable examples.

4. Write short notes on **any three** of the following :

(a) Yield management

(b) Pricing of health services

(c) Modes of service delivery in international trade

(d) Word of mouth communication

(e) Importance of physical evidence for an educational institute

Details

1. Case study solved answers

2. pdf/word

3. Fully Solved with answers