

Roll No.

BBA-605

**B. B. A. (Sixth Semester)
EXAMINATION, May, 2013**

Paper Fifth

MARKETING OF SERVICES

Time : Three Hours]

[Maximum Marks : 75

Note : Attempt all the *five* questions. All questions carry equal marks.

1. Explain the types of marketing. How product marketing differs from service marketing ?

Or

Explain the role of Human Resource Management in service marketing.

2. What do you mean by Distribution channel and how to promote Tourism marketing.

Or

Discuss the various types of service and its implication in Tourism Market Development.

3. Describe various aspects of Advertisement mix and its use in service marketing with suitable example.

Or

"Tourism marketing is service marketing." Elaborate with the help of suitable example.

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4. Describe marketing philosophies with the help of suitable examples.

Or

What do you understand by marketing segmentation ?
Write various types of segmentation and its relevance in service marketing.

5. Write an essay about various international chains of hotel. How do they promote service marketing ? Explain.

Or

Write short notes on the following :

- (a) Tourism Niche marketing
- (b) Product Price Mix
- (c) Marketing of Health services