

Roll No.

BBA-605

**B. B. A. (Sixth Semester)
EXAMINATION, May, 2012**

Paper Fifth

MARKETING OF SERVICES

Time : Three Hours] [Maximum Marks : 75

Note : Attempt any five questions. All questions carry equal marks.

1. How does marketing of service differ from marketing of products. Also explain the types of services.

Or

Discuss the factors affecting service marketing. Suggest ways to improve service marketing of tourism in India.

2. How is employee used as a product in Service Marketing ? Discuss.

Or

Computer and Internet make service marketing easier. Support this statement with your views and example.

3. What do you mean by Marketing mix and how marketing mix applies to the service marketing ? Explain.

Or

Elucidate the issues in service marketing. Also design a service marketing strategy.

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4. How advertisement and marketing could be done for financial and banking industry ?

Or

What do you mean by Brand Marketing and explain its pros and cons ?

5. Write an essay on marketing of tourism and hospitality services in Indian scenario.

Or

Write short notes of the following :

- (i) Marketing of health service
- (ii) Marketing of family planning
- (iii) Marketing of cardiac care