

Roll No.

BCA-304(O)

B. C. A. (Third Semester) EXAMINATION, Dec., 2012

(Old Course)

Paper Fourth

MARKETING OF COMPUTER ORIENTED SERVICES

Time : Three Hours]

[Maximum Marks : 75

Note : Attempt *two* questions from Section A and any *seven* questions from Section B. Question No. 14 of Section C is compulsory.

Section – A

15

(Numerical/Analytical/Problematic Questions)

1. What are computer-oriented services ? Describe the various fields of economic activities where computer services are used.
2. Describe the process of marketing research and the importance of marketing research.
3. What are customer expectations for services ? Briefly describe their types.

Section – B

42

(Short Answer Type Questions)

4. Explain briefly positioning of services.

5. How services marketing mix differs from product marketing mix ?
6. What are the major services product decisions taken by manager ? Explain.
7. How telecommunication has helped in selling of services ?
8. What are Leisure-services ? Why are they important to modern society ?
9. What do you understand by marketing audit ?
10. Explain various types of intermediaries for service delivery along with their role.
11. Explain marketing of financial services in Banking sector.
12. Explain marketing of services in global perspective.
13. What are B. P. O. and call centre services ?

Section - C

18

(Long Answer Type Questions)

14. What are the main objectives of service pricing ? Explain strategies/approaches in service pricing.