

KARACHI UNIVERSITY BUSINESS SCHOOL
University of Karachi
FINAL EXAMINATION, JUNE 2010: AFFILIATED COLLEGES
SERVICE MARKETING: BA (H) – 661
BS – VII

Date: July 4, 2010

Max Time: 3 Hrs

Max Marks: 60

ATTEMPT ANY FIVE QUESTIONS.
ALL QUESTIONS CARRY EQUAL MARKS.

1. Differentiate between products and services and describe the various service sectors where marketing efforts will produce the desired results.
2. Discuss the role of services in the economy as a whole and describe the specifics of service marketing
3. What are the factors which serve to differentiate the services marketing effort? Also explain the Marketing Mix that you will use for services.
4. What factors affect the consumers' behavior as far as services are concerned. How can these be evaluated?
5. Can Market research help in understanding customer expectations? Write ten questions which can help to understand customer requirement for an airline.
6. Discuss the role of advertising, personal selling and sales promotion for services marketing. Which one of these play the most important role in services marketing?
7. Segmentation can be used to build customer relationship. How will you achieve this objective?