

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

Date: January 13, 2011

Max Time: 3 Hrs

Attempt any 5 questions. All Questions Carry equal marks.

Max Marks: 60

- Q.1. What are Services? Discuss the four distinguishing characteristics of services marketing
- Q.2. What are the three additional Ps in case of services marketing? Describe role of people in services marketing
- Q.3. What factors affect the consumers' behavior in service marketing? How can these be evaluated?
- Q.4. How does marketing research help in understanding customer expectations? Write 10 questions which can help to understand customer requirement in Hotel industry
- Q.5. Discuss the role of the employees and customer in service delivery
- Q.6. Discuss the role of advertising, personal selling, and pricing in service industry
- Q.5. What are the factors contributing in the growth of service industry
- Q.6. Name the fast growing service industries along with examples.