

SVKM's NMIMS  
**NMIMS – GLOBAL ACCESS SCHOOL FOR CONTINUING EDUCATION**

Programme: PGDMM (For Employees of Max Life Insurance)

Examination: June 2015  
Subject: Services Marketing

Date: 24.06.2015

Semester: IV - RE-EXAM

Marks : 50

Time: 11.00 a.m. to 1.00 p.m.

Instructions:

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1. Answer to each new question to be started on a fresh page.
  2. Figure in brackets indicates full marks.
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1. Attempt any 2 out of 4

Marks: 2\*5=10

- a) Internal market pricing
- b) Service encounter
- c) Scope of Marketing Research in Services
- d) Lifetime Value of a Customer

2. Write short notes on any 2 out of 5

Marks: 2\*5=10

- a) Service Recovery Strategies
- b) Service-profit Chain Model
- c) Service product
- d) Boundary spanning roles in services
- e) Types of Intermediaries

3. Attempt any 3 out of 6

Marks: 3\*10=30

- a) Classify services with the help of suitable examples.
- b) Explain purchase process of services.
- c) Explain factors influencing customers' expectations of services.
- d) Explain GAP model of service quality.
- e) Explain the process of new service development.
- f) Explain integrated marketing communication mix for services with the help of examples.