

FACULTY OF MANAGEMENT

M.B.A. IV – Semester (CBCS) Examination, October 2020

Subject: Services and Global Marketing (Marketing)

**Paper – MB – 405 – 2
Discipline Specific
(Elective – IV – Marketing)**

Time: 2 Hours

Max. Marks: 80

PART – A

Note: Answer any four questions.

(4x5=20 Marks)

- 1 Good Services Continuum
- 2 Elements of Service Quality
- 3 Relationship Marketing
- 4 Interactive Marketing
- 5 Global Marketing Vs Indian Marketing

PART – B

Note: Answer any four questions.

(4x15=60 Marks)

- 6 Explain the 4I's of service marketing with suitable example.
- 7 Define market segmentation. Discuss the bases for service market segmentation.
- 8 Discuss the issues relating to people and physical evidences in Services Marketing.
- 9 Explain quality management with respect to services.
- 10 Discuss the problem faced by marketers due to special characteristics of services.
- 11 Write notes on External and Internal Marketing.
- 12 Explain in detail the various components of International Marketing Environment.
- 13 Describe the role of Demographic Environment in global marketing.
- 14 Discuss the process of identifying Global Consumer Needs under Covid-19 regime.
- 15 Discuss the problems of new product development in global marketing system.
