

TILAK MAHARASHTRA VIDYAPEETH

(Department of Distance Education)

M.Com. (II year) Home Assignment – May 2011-12

Subject: Services Marketing - IV

Subject Code:- MC-206

Instructions:

- 1) All questions carry equal marks (16 marks each)**
- 2) All questions are compulsory**

1. Explain the types and characteristics of 'services'. Differentiate between 'consumer services' and 'industrial services'.
2. What are the 7-P's of 'marketing mix'? Explain with suitable examples.
3. What processes/strategies can be adopted to manage 'inconsistencies in services marketing' to remove defects and failures as well as enhance customer satisfaction?
4. How is the 'services market' segmented and targeted to successfully implement 'marketing strategies'?
5. What is the 'strategic role' and 'management of services' in businesses to help increase 'sustainable competitive advantage' and 'measure performance'?
6. Explain the role of 'Information Technology' in different 'services marketing applications'?