

Or Anupriya

JAYPEE UNIVERSITY OF INFORMATION TECHNOLOGY, WAKNAGHAT

TEST -1 EXAMINATION- Sept 2018

Ph.D- HSS

COURSE CODE: 13P1WHS137

MAX. MARKS:15

COURSE NAME: Service marketing

COURSE CREDITS: 3

MAX. TIME: 1 hr

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*Note: All questions are compulsory. Carrying of mobile phone during examinations will be treated as case of unfair means. All questions are five marks each.*

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1. What is so distinctive about services marketing that it requires a special approach, set of concepts and body of knowledge?
2. Describe search, experience and credence attributes and give examples of each.
3. Describe what is meant by positioning and the marketing concepts that underlie it.