

JAYPEE UNIVERSITY OF INFORMATION TECHNOLOGY, WAKNAGHAT

TEST -2 EXAMINATION October 2018

Ph.D

Dr. Anubhaya Kaur
MAX. MARKS:25

COURSE CODE: 13P1WHS137

COURSE NAME: Service marketing

COURSE CREDITS: 3

MAX. TIME: 1.5 hr

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

1. Explain the role of supplementary services. Can they be applied to goods as well as service? If so, how might they relate to marketing strategy? (6 marks)
2. Why is word of mouth considered to be so important for the marketing of services? How can a service firm induce and manage WOM? (7 marks)
3. What are potential consumer responses to complex pricing schedules? How can we improve the perceived fairness of pricing schedules, what are the implications of these recommendations? (6 marks)
4. Why should service marketers be concerned with new developments in mobile communications? (6 marks)