

---

### 303. MKT. Service Marketing

---

#### A. Define the Following Concepts

1. Services
2. Service-Continuum
3. Process
4. Service scape
5. Servuction system
6. Service Blueprint
7. People
8. Service Encounters
9. Service Profit Chain
10. Physical Evidence
11. Consumer and Organisational Behaviour in Services
12. Service Quality
13. Segmentation
14. Target Market
15. service marketing triangle
16. service marketing triangle
17. Customer lifetime value.

#### B. Answer the Following Questions

1. Explain Factor influencing customer expectations of service with example.
2. "One of the most significant differences between goods and services is that in goods search qualities dominate while services are dominated by experience and credence qualities." Discuss the above statement with suitable examples.
3. Discuss the importance of people, process and physical evidence for the following: (i) Airline ii) Banking
4. Discuss 'Inseparability' and 'Perishability' as characteristics of services.
5. Briefly describe the GAP model of service quality how can it be applied to turn around the quality of public sector banks?
6. Discuss the importance of 'Internal Marketing' for a service organization.
7. Discuss the 7ps involved in Hotel services.
8. Elaborate the nature of complaining behavior & handling customer complaints.
9. Explain service process 'Blue print demand' and 'capacity management'.
10. Explain the application of service marketing in 'Telecom' with example.
11. What is the importance of BPO industry in maintaining client relationship?

---

### **305. (MKT) Sales and Distribution Management**

---

1. What do you mean by selection of sales force? Discuss the process of Selection of sales force?
2. What are the different types of channel conflict? What are the techniques to resolve channel conflict?
3. What are the factors influencing the structure of sales organization?
4. Explain what are the retail promotion strategies?
5. You have been appointed as a Sales manager for jelly chocolate manufacturing company, what will be the methods you will adapt to train and motivate the sales team (Make necessary assumptions)?
6. Define the Following Concepts-
  - a. ERP
  - b. Social Platforms
  - c. motivation to sales force
  - d. Duties and Responsibilities of Sales Managers
  - e. Personal Selling
  - f. Sales Forecasting & Budgeting
  - g. Vertical Marketing System
  - h. Horizontal Marketing System
  - i. E-tailing
  - j. EOQ, ROP, JIT

---

### **313 MKT: International Marketing**

---

- 1 What is International Marketing Explain Scope and Importance of International Marketing
- 2 Write the process of International Marketing Management
- 3 Explain effect of Political Environment, Legal and Regulatory Environment on International Marketing
- 4 Explain International Marketing Information System and International Marketing Research
- 5 Explain in details International Market Entry Strategies
- 6 International Product Planning with reference to International Marketing
- 7 Explain in details Strategies Pricing for International Markets
- 8 What are Strategies for Managing International Promotion
- 9 Explain in details International Marketing mix
- 10 Explain in details Managing International Marketing in 21st Century

---

### 314 MKT: Digital Marketing-I

---

1. What is Digital marketing? Explain Concept, Role and Importance of Digital Marketing
2. Explain Digital Marketing Vs. Traditional Marketing
3. Define micro marketing elements in the digital marketing context
4. Explain role of cyber policy and digital commerce policy
5. Why You Need a Segmented Digital Marketing Strategy
6. How do you target customers online?
7. Overview of Marketing Mix in digital marketing context
8. Introduce to SEO concept and role in digital marketing
9. What id benefit Web and Mobile Marketing perspective
10. Comparison between SEO and SEM, SMM and Keywords
11. Benefits of using Google Analytics
12. Explain Website Traffic Measurement Metrics
13. What is Traffic? Type of Traffic How to analyze & Track Traffic Explain it (Google analytics)
14. Ways to Increase Traffic, What is affiliate Marketing, Cost per Action
15. What is Social Media Explain Advantages over Online Marketing & Social Media Strategy?
16. How to advertise on Twitter
17. How to advertise on Facebook
18. How to advertise on Youtube
19. How to advertise on Pinterest
20. How to advertise on Instagram
21. How to advertise on LinkedIn

---

### 317 MKT: Marketing of High Technology Products

---

1. Define high technology marketing? Explain common characteristics of High Technology.
2. Write down framework for making High-Technology Marketing Decisions.
3. Elaborate High-Tech Marketing Research Tools.
4. What is the Importance of Branding in High-Tech Markets?
5. How is technology making it easier for firms to target potential customers?

6. Explain New Product prototypes and market testing.
7. Elaborate “consolidating 3Cs into a successful strategy” (3Cs of pricing costs, competition, customers)
8. Explain the Effect of the Internet on Pricing Decisions.
9. Explain Place decisions in High-Tech Markets.
10. Elaborate Promotion decisions in High-Tech Markets

APIMR, Landewadi, Pune