

Part B
Answer ALL questions
Each answer should not exceed 400 words or two pages

5 x 6 = 30

- 11.a. Demonstrate the intangible nature of services with two examples. K3
(or)
- 11.b. Express the inseparability nature of services with two examples K6
- 12.a. Evaluate the meaning of a differentiation strategy in Services K4
(or)
- 12.b. Justify the meaning of Market oriented service strategy with an example. K5
- 13.a. Appraise the various demand patterns. K4
(or)
- 13.b. Point out any two examples on how to manage capacity to demand. K4
- 14.a. Recommend how a Doctor can fix the pricing of fees for his patient and justify the element of Pricing in services Marketing. K5
(or)
- 14.b. Differentiate how the element of Place in Services Marketing is different from Products Manufacturing. K4
- 15.a. Explain the service life cycle concept. K2
(or)
- 15.b. Discriminate the special issues of Pricing service sector. K4

Part C
Answer ALL questions
Each answer should not exceed 800 words or four pages

5 x 12 = 60

- 16.a. Classify services with appropriate examples K2
(or)
- 16.b. Elucidate the methods of Service delivery K5
- 17.a. Illustrate the services strategic planning process. K3
(or)
- 17.b. Recommend to a service organisation on how it can analyse the marketing opportunities available. K6
- 18.a. Recommend how capacity constraints can be managed by a shopping mall. K5
(or)
- 18.b. Recollect the methods by which Demand can be forecasted by a Tourism firms entrepreneur. K2
- 19.a. Validate how Process is a very important element in Services Marketing by taking any two examples. K6
(or)
- 19.b. "People are an inevitable part of the Services Marketing elements"- Justify this statement K5
- 20.a. Critically Analyse the factors affecting Pricing Decisions K4
(or)
- 20.b. Speculate the different methods of pricing with their pros and cons. K6
