

COPYRIGHT RESERVED

MGT/S-3-M/VI/
12(306-A)

2012

Time : 3 hours

Full Marks : 80

*Candidates are required to give their answers in
their own words as far as practicable.*

The questions are of equal value.

*Answer any **four** questions in which*

Q. No. 1 is compulsory.

1. State whether the following statements are True or False :
 - (a) There is no principle of new product development.
 - (b) Services help other sector too.
 - (c) Consumer behaviour is uncertain.
 - (d) Services are tangible activities.
 - (e) Innovation is not necessary for business growth.

AP – 12/2

(Turn over)

- (f) Marketing is a human business activity.
 - (g) Marketing is synonym of selling.
 - (h) Brand name and brand mark are the same thing.
 - (i) Services are only offered by the Government Sector.
 - (j) Positioning in corporates a sense of direction rather than simply a sense of difference.
2. What is trading of services ? Discuss the reasons for growing importance of trading of services.
 3. Differentiate between trading of services and trading of products.
 4. Explain the barriers of communication in marketing of services.
 5. Discuss the characteristics of Indian consumers buying behaviour.
 6. Describe the factors affecting marketing mix in trading of services.

7. Explain the process of marketing in banking sector.
8. What is service quality ? Distinguish between functional and technical qualities.

