

Total No. of Pages: 1

7656

Register Number:

Name of the Candidate:

P.G. DIPLOMA EXAMINATION December 2014

(SOFTWARE MARKETING)

130: SERVICES MARKETING AND CRM

Time: Three hours

Maximum: 100 marks

Answer any FIVE questions.

(5 × 20 = 100)

1. Explain about the features of services marketing.
2. Discuss about the service as a system.
3. Explain the various stages in product lifecycle.
4. Discuss the relevance of the services triangle to the market focused management mode.
5. Distinguish between research for services and product concept testing.
6. Explain the different dimensions of service quality.
7. What marketing strategies would you say to the Indian Tourism Market.
8. Evaluate the advertising strategy adopted by speed post and the problem in its positioning.
9. Discuss about the past, present and future of CRM.
10. Explain the models of CRM technologies.

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