**EMBMM-205**

**Second Semester Executive MBA (Marketing Management),**

**Examination Aug/Sep-2015**

**Services Marketing**

**Time:-3Hours Max. Marks: - 80**

**SECTION-A**

**Answer any five questions: (6\*5)**

1. Define the concept of risk taking.
2. What do you mean by the suppliers?
3. Write short notes on personality and self concept.
4. Write a short note on natural environment.
5. Briefly summarize the importance of sales forecasting.
6. How is marketing done?
7. Mention the reasons for studying marketing.
8. Define the concept of TQM.

**SECTION-B**

**Answer any two questions: (10\*2)**

1. Discuss the basic activities of marketing systems.
2. Critically examine the market research process.
3. Enlist and describe various marketing functions.

**SECTION-C**

**Answer any two questions: (15\*2)**

1. Elaborate the concepts of balancing customer and competitor orientations.
2. Discuss the concept of six P`s of a business.
3. Enumerate various strategic marketing processes.