Instructions:
1) All questions carry equal marks (8 marks each)
2) Attempt any 5 questions

1. Define Services. Explain in detail the 7Ps of Services Marketing Mix.
2. Elaborate the PZB GAP MODEL of Services.
3. Explain the concept of Services Marketing Triangle.
4. Explain different types of Customer Encounters in Services Marketing with the help of suitable examples of each type.
5. Describe the process of Service Blueprinting.
6. Write short notes (Any two)
   a) 4 I’s of Services Marketing
   b) Service Guarantee
   c) The five service dimensions of Service Quality
   d) Retailing Services