



DRAVIDIAN UNIVERSITY
DIRECTORATE OF DISTANCE EDUCATION
Kuppam-517426
II YEAR MBA ASSIGNMENT
Paper MM 210: SERVICES MARKETING

Answer any three questions

3X10=30

1. What is meant by service marketing? Explain its role and significance in the present scenario.
2. Explain the customer expectations and perceptions of services.
3. Define quality. Explain the measuring service quality?
4. Elaborate customer involvement in service processes?
5. Explain the relationship marketing and interactive marketing?