

Mkt 725 Final Term 2013 paper

- Satisfaction and quality are 2 key concerns. Describe do's and don'ts of recovery theme of service.
- Scenario based. Measure you take to minimize gap b/w service design and delivery.
- Why technology, customer needs, service offerings requires services to be redesign periodically.
- What role feedback as a characteristics of job can play in performance of employees
- Why work of frontline employee is difficult and stressful.
- Do you think that objectives of communication for services different substantially from goods
- Scenario based. define criteria for an effective marketing research
- Do you think, it is appropriate to introduce service guarantee?
- How job enrichment can benefit organization in terms of quality and productivity?
- How marketing mix elements can be used to shape demand?
- Which pricing is suitable for airline and trucking companies?