



****Shree H. N. Shukla College of Management Studies, Rajkot****

****Assignment****

****Subject: Service Marketing****

Attempt any 5 of the following questions:	
1)	What do you mean by service? Discuss in detail about various types of services also write difference between product and service.
2)	Write a note on characteristics of service and service marketing triangle.
3)	Explain in detail on GAP model.
4)	Elaborate micro and macro environment of marketing environment.
5)	What is segmentation? Which are bases for segmentation? Also discuss significance of market segmentation.
6)	Write in brief about product positioning and target marketing.
7)	Explain the services of International Marketing.
8)	Write a note on service marketing mix.
9)	Discuss on: Managing demand and capacity
10)	Critically evaluate the market segmentation.