

Note : Attempt any five questions.

- Q. 1 Explain the concept services. Explain classification of services with the help of suitable examples. (20)
- Q. 2 Explain the process of Blue printing in detail. (20)
- Q. 3 Explain at length marketing of services. (20)
- Q. 4 Throw light on various factors that affects marketing of Travels and Tourism. (20)
- Q. 5 What is customer relationship management? Explain growing need of CRM as well as benefits of CRM. (20)
- Q. 6 Discuss different ways of retaining customers. (20)
- Q. 7 Write short notes on any 2. (20)
- a) Developing Human Resources
 - b) Service Marketing Mix
 - c) Customer loyalty
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