Q.1. What are Services? Discuss the four distinguishing characteristics of services marketing.

Q.2. What are the three additional Ps in case of services marketing? Describe role of people in services marketing.

Q.3. What factors affect the consumers' behavior in service marketing? How can these be evaluated?

Q.4. How does marketing research help in understanding customer expectations? Write 10 questions which can help to understand customer requirement in Hotel industry.

Q.5. Discuss the role of the employees and customer in service delivery.

Q.6. Discuss the role of advertising, personal selling, and pricing in service industry.

Q.5. What are the factors contributing in the growth of service industry?

Q.6. Name the fast growing service industries along with examples.