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OR Q3. Explain the 7 P's of services marketing mix in detail (15 marks) Q4 A) Explain Service delivery process and its elements (8 marks) B) Write a note on Service Mapping (7 marks) OR (8 marks) C) What are the challenges in distribution of services? D) Define the term "Quality" and explain its dimensions (7 marks) Q5. a) Explain GAP Model of service quality in detail along with a diagram (8 marks) b) Explain role of I.T in service marketing. (7 marks) OR (15 marks) Q5. Write Short notes (Any 3 out of 5) a. Product life cycle b. Internal Marketing c. Customer loyalty d. CRM e. Service Assurance

