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| Trim: Oct – Dec 24  |                       |   |                          |
| Maximum Marks: 50   | Examination: ETE Exam | Date: 05/01/2025  | Duration: 3 Hours        |
| Programme Code: 10<br>Programme: MBA(PT) DSA  |                       | Class: TY   | Semester/Trimester: VIII |
| College: K. J. Somaiya Institute of Management  |                       | Name of the department/Section/Center: DST                |                          |
| Course Code: 217P10C819   |                       | Name of the Course: Marketing of IT Products and Services |                          |
| <p>Instructions:</p> <p>1. Each Question carries 10 Marks.</p> <p>2. Start every answer on a new page only.</p> <p>3. Answer in Ascending Order only.</p> |                       |   |                          |

| Question No. |   | Max. Marks |
|--------------|---|------------|
| Q1           | Explain the following with diagram/s (Any Two):<br>a) Services Triangle and Technology<br>b) Factors that Influence Desired Service<br>c) Customer Perceptions of Service Quality and Customer Satisfaction<br>d) Importance/Performance Matrix | 20         |
| Q2           | Explain the following (Any Three):<br>a) 7 Ps of Services<br>b) Customer Loyalty<br>c) Service Guarantees<br>d) Strategies to Overcome Competition<br>e) Social Media Marketing   | 30         |