



**Question No. 4 (20 Marks)**

- (a) Briefly explain the “services marketing mix”. **(10 Marks)**
- (b) What is meant by “customer care”? Briefly explain and provide examples to illustrate. **(10 Marks)**
- (Total 20 Marks)**

**Question No. 5 (20 Marks)**

- (a) What are the pricing objectives and strategies that can be effectively used in Marketing? Briefly Explain. **(12 Marks)**
- (b) In a price competitive market, what are the non-price methods of competing? **(08 Marks)**
- (Total 20 Marks)**

**Question No. 6 (20 Marks)**

- (a) Briefly explain the concept of the Product Life Cycle (PLC)? Provide examples to illustrate. **(10 Marks)**
- (b) What are the advantages and limitations of the PLC Concept? Explain. **(10 Marks)**
- (Total 20 Marks)**

**Question No. 7 (20 Marks)**

- (a) What is meant by “competitive advantage” and how can any advantage be sustained. **(10 Marks)**
- (b) Explain why many organizations collaborate with their competitors, rather than compete with them. **(10 Marks)**
- (Total 20 Marks)**
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- End of Question Paper