**Roll No. ………………………..**

**Renaissance College of Commerce & Management**

**Assignment Question Paper**

**BBA VIth Semester Examination**

**Subject: MARKETING OF SERVICES**

***Note*** *:* Attempt any All Question

1. “Service marketing is different from Marketing of goods”. Explain.
2. Discuss another 3-P of service marketing.
3. Explain GAP model.
4. What is customer delight in marketing of service brands?
5. Describe components of service marketing.