

CONCURRENT EVALUATION FOR MARKETING SPECIALISATION

III SEMESTER SERVICES MARKETING (304)

Faculty Name: Prof. Dr. Manisha Jagtap

Important Instructions:

1. The subject is evaluated on the basis of three components

Component No	Component	Marks	Date of Submission
1	Creating Crossword Puzzle	50	10 th March 2022
2	Power Point Presentation	50	16 th March 2022
3	Exam	50	

2. Assignments Submission is in softcopy and hard copy.
3. Student Name, Contact number, email-id, Specialization, Component must be clearly mentioned.

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COMPONENT 1: Create a Crossword puzzle

Create Crossword puzzle of minimum 50 words by making use of **Services Marketing** terms, concepts, convention, definitions and examples.

Each Student need to submit **ONE Puzzle** for any **ONE unit** of the syllabus of SM.

- Make a list of words for crossword puzzle
- Lay the words in grid format
- Number the starting square for each word
- Give direct and indirect clues for all the words
- Organize the clues in the list form
- Use each word only once
- Give an Appropriate title for your puzzle
- List the clues under Across and Down
- At the end give answer to puzzle

Date of submission is 10th March 2022 for this component of Services Marketing

COMPONENT 2: Power Point Presentation

Pre COVID and Post COVID Analysis of any **ONE SERVICE SECTOR** to be submitted in a power point presentation (**PPT**) format.

Select any service sector (organized sector) of your choice

1. Cover Page

(Title, Name of service organization / company, Name of Student, Name of Faculty Coordinator)

Flow of the presentation

- The presentation analyses the current economic situation for India
- Delve to possible consequences through segmental analysis of service sector



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- Explore a sector specific insights and actions
- Show changing shopping patterns of consumer – before, during and after the pandemic with reference to a specific service sector
- Government interventions and steps taken for the service sector
- Bring a perspective of the Future Outlook as a response to the crisis

Note:

Slides not to be more than 15

Include more pictorial and statistical analysis

Do not copy paste and write from internet or your classmate

Last slide mention the reference of your text and presentation

Date of submission is 16th March 2022 for this component of Services Marketing

COMPONENT 3

Exam for all units.

