



QP CODE: 22101433

Reg No :

Name

B.COM DEGREE (CBCS) IMPROVEMENT / REAPPEARANCE EXAMINATIONS, MAY 2022

Fourth Semester

Optional Core - CO4OCT05 - SERVICES MARKETING

(Common for B.Com Model I Marketing, B.Com Model II Marketing)
2017 Admission Onwards

96787C24

Time: 3 Hours

Max. Marks: 80

Part A

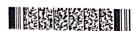
Answer any ten questions.

Each question carries 2 marks.

- What is Service marketing?
- 2. Explain the term 'both transact at arm's length'.
- 3. What are the 4 p's of marketing?
- 4. What is discounting?
- 5. What do you mean by channel of distribution?
- 6. What is service quality?
- 7. Who ia an aggrieved customer?
- 8. What is meant by Service Positioning Matrix?
- 9. What do you understand by Customer retention?
- 10. What is CLC?
- 11. Define tourism marketing.
- 12. What are the advantages of branding services?

(10×2=20)





Part B

Answer any six questions. Each question carries 5 marks.

- 13. Elucidate the reasons for the growth of services in India.
- 14. What is Internal Marketing? Give its features.
- 15. What are the diffrent types of price bundling?
- 16. State the strategic role of physical evidence in service marketing.
- 17. Explain how the nature of customer's experience differ with regard to high contact and low contact services.
- 18. What are the two major factors to be considered while selecting service personnel?
- 19. Write a short note on market segmentation in Service marketing?
- 20. What are the various modes of achieving service differentiation?
- 21. What are the services offered by Hospitals?

 $(6 \times 5 = 30)$

Part C

Answer any two questions.

Each question carries 15 marks.

- 22. Elucidate the Challenges and Strategies in Service Marketing.
- 23. Discuss the major components of service marketing mix.
- 24. Explain the reltionships between service quality, productivity and profitability.
- 25. Explain the trends in service marketing.

 $(2 \times 15 = 30)$

