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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.

1. 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 is 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 different 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 ?

(6×5=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 relationships between service quality, productivity and profitability.
25. Explain the trends in service marketing.

(2×15=30)

