

QP CODE: 20100883



Reg No : .....

Name : .....

**B.Com DEGREE (CBCS) EXAMINATION, MARCH 2020**

**Fourth Semester**

**Optional Core - CO4OCT05 - SERVICES MARKETING**

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

2017 Admission onwards

F2D3710D

Time: 3 Hours

Marks: 80

**Part A**

*Answer any **ten** questions.*

*Each question carries 2 marks.*

1. What do you mean by high contact services?
2. What is Service marketing triangle?
3. What is trading up?
4. What do you mean by promotion?
5. What is meant by People in service marketing mix?
6. What is 'total perceived quality'?
7. Mention two reasons why service quality cannot be assessed in the same way as goods.
8. What do you understand by concentrated marketing?
9. What do you mean by Positioning?
10. Explain the term 'installation'.
11. Define tourism marketing?
12. What do you meant by financial services?

(10×2=20)

**Part B**

*Answer any **six** questions.*

*Each question carries 5 marks.*

13. Describe the Components of Services.
14. Elucidate the reasons for the growth of services in India





15. Briefly explain the important factors to be considered while pricing a product
16. State the role of electronic media in placing of product/services.
17. What is a service failure? Why does it occur?
18. Why is it said that frontline employees play prime role in service marketing?
19. Briefly explain the benefits of customer retention.
20. Describe the principles of CRM.
21. Explain the process in a 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. How can behaviour of the service consumers be influenced? Illustrate with suitable examples.
25. Explain the trends in service marketing ?

(2×15=30)

