



21102863

QP CODE: 21102863

Reg No :

Name :

B.COM DEGREE (CBCS) EXAMINATIONS, OCTOBER 2021

Fourth Semester

Optional Core - CO4OCT05 - SERVICES MARKETING

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

2019 Admission only

625E5BFF

Time: 3 Hours

Max. Marks : 80

Part A

*Answer any **ten** questions.*

*Each question carries **2** marks.*

1. Define Service.
2. What is Shopping services?
3. What is product life cycle?
4. What do you mean by channel of distribution?
5. What is Mass service?
6. Explain the term 'service perception'.
7. Who is an aggrieved customer?
8. What do you mean by differentiated strategy?
9. What do you mean by service differentiation?
10. What do you understand by customer retention?
11. What is segmentation?
12. What is Health Care Marketing ?

(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. Write a note on service marketing triangle.
15. State the difference between penetration pricing and skimming pricing strategies.
16. What are the problems faced in promotion of services?
17. How do personal and physical factors influence the behaviour of service customers?
18. Enumerate the benefits of service quality initiatives.
19. Explain the different approaches to service positioning.
20. Enumerate the unique characteristics of relationship marketing.
21. What are the characteristics of Financial Service Marketing?

(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 role of technology in increasing service productivity.
25. Explain the trends in service marketing.

(2×15=30)

