



21100883

QP CODE: 21100883

Reg No :

Name :

B.Com DEGREE (CBCS) EXAMINATION, MARCH 2021

Fourth Semester

Optional Core - CO4OCT05 - SERVICES MARKETING

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

2017 Admission onwards

4906EA07

Time: 3 Hours

Max. Marks : 80

Part A

*Answer any **ten** questions.*

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

1. What is Service process?
2. Give four examples for Low demand services.
3. What is Result based pricing?
4. What is telemarketing?
5. What is essential evidence?
6. What is 'minimum service level'?
7. Explain the term SERVQUAL.
8. What are the different steps to select a target market?
9. Explain the expression 'attribute positioning'.
10. What is meant by Personalisation?
11. What do you meant by Tourism?
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. Explain the levels of a product.
16. Briefly explain the critical factors affecting the placing decisions in service marketing
17. How do customers react to service failures?
18. What is emotional labour? How can it create stress in employees?
19. What are the various modes of achieving service differentiation?
20. Briefly explain the benefits of customer retention.
21. What are the advantages of branding services ?

(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. "Customers are productive resources and contributors to service quality". Comment.
25. Explain the trends in service marketing.

(2×15=30)

