



QP CODE: 19101424



19101424

Reg No :

Name :

B.Com DEGREE (CBCS) EXAMINATION, MAY 2019

Fourth Semester

Optional Core - CO4OCT05 - SERVICES MARKETING

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

2017 Admission onwards

09425430

Maximum Marks: 80

Time: 3 Hours

Part A

Answer any **ten** questions.

Each question carries **2** marks.

1. What do you mean by high contact services?
2. What is Interactive marketing?
3. What is trading down?
4. What is loss leader pricing?
5. What is peripheral evidence?
6. What do you mean by service encounter?
7. Who are people in service marketing?
8. What do you mean by service differentiation?
9. What are social bonds?
10. What is meant by Personalisation?
11. Mention the features of financial services ?
12. What is Health Care Marketing ?

(10×2=20)

Part B

Answer any **six** questions.

Each question carries **5** marks.

13. Distinguish between Goods and Services.
14. Elucidate the reasons for the growth of services in India
15. Briefly explain the components of promotion mix.
16. Explain the different types of marketing intermediaries and their relative roles in placing of the product/services
17. What do you mean by communication and perception gap in service marketing?





18. What is soft and hard service quality measures? Give examples for each.
19. Explain the benefits of market segmentation.
20. Explain the different approaches to service positioning.
21. Explain the Users of Tourism 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. Describe the factors that influence buyer's characteristics.
25. Explain the trends in service marketing ?

(2×15=30)

