



QP CODE: 25019589

25019589

Reg No :

Name :

**B.COM DEGREE (CBCS)) REGULAR/ IMPROVEMENT/ REAPPEARANCE / MERCY
CHANCE EXAMINATIONS, FEBRUARY 2025**

Fourth Semester

Optional Core - CO4OCT05 - SERVICES MARKETING

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

2017 Admission Onwards

EFA99979

Time: 3 Hours

Max. Marks : 80

Part A

*Answer any **ten** questions.*

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

1. Mention any two components of services.
2. What is External marketing?
3. What do you mean by augmented product?
4. What are franchises?
5. What are the elements of service marketing mix?
6. What are the goals of service quality management?
7. Who is an aggrieved customer?
8. What do you mean by differentiated strategy?
9. What do you mean by Positioning?
10. What is CRM?
11. What are the methods of Pricing?
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. What is Service marketing? How do we classify the services?
15. State the role of electronic media in placing of product/services.
16. Explain the classification of service process.
17. List any five causes for service gap.
18. How is empowerment different from franchisement?
19. State and explain the factors used for service differentiation.
20. Briefly describe various customer retention strategies.
21. What are the causes of Financial Innovation ?

(6×5=30)

Part C

*Answer any **two** questions.*

*Each question carries **15** marks.*

22. Elucidate the Challenges and Strategies in Service Marketing.
23. Briefly explain the various pricing strategies adopted in service marketing.
24. How can behaviour of the service consumers be influenced? Illustrate with suitable examples.
25. Explain the trends in service marketing.

(2×15=30)

