



QP CODE: 26019281



26019281

Reg No :

Name :

M.Sc DEGREE (CSS) EXAMINATION MARCH 2026

Fourth Semester

M Sc ACTUARIAL SCIENCE

ELECTIVE - AS810403 - MARKETING OF SERVICES

2019 Admission Onwards

F934655D

Time: 3 Hours

Weightage: 30

Part A (Short Answer Questions)

*Answer any **eight** questions.*

Weight 1 each.

1. What is meant by product complexity?
2. What do you mean by product innovation?
3. Describe Personal Selling.
4. Describe the term "Physical Evidence" in services.
5. What do you mean by "Process" in services?
6. What is meant by search attributes?
7. What do you mean by augmented service offering?
8. Describe branding in services.
9. What is meant by interactive marketing?
10. Define the term "Responsiveness" in services.

(8×1=8 weightage)

Part B (Short Essay/Problems)

*Answer any **six** questions.*

Weight 2 each.

11. What are the unique characteristics of services?
12. Distinguish between Intangibility and Inseparability.
13. Distinguish between differential and discount pricing with suitable examples.
14. Explain how people plays a vital part in the management of services.





15. Explain the different elements that embraces customer expectations.
16. Explain why it is difficult to advertise services than goods.
17. Explain why is it unsafe to rely on managerial opinions of customer perceptions.
18. Distinguish between magic moments and misery moment.

(6×2=12 weightage)

Part C (Essay Type Questions)

*Answer any **two** questions.*

Weight 5 each.

19. Do you think that classification of services helps in developing the marketing strategy better?
How?
20. Evaluate the elements of marketing mix for services.
21. Elaborate the various steps involved in consumer decision making process for services.
22. Discuss the components of external marketing with suitable illustrations.

(2×5=10 weightage)

