

M.Com DEGREE EXAMINATION, APRIL 2019
I Year II Semester
Services Marketing

Time : 3 Hours

Max.marks :75

Section A ($10 \times 2 = 20$) Marks

Answer any **TEN** questions

1. Define service.
2. List out the elements in service marketing mix.
3. What is price mix?
4. What do you mean by financial services?
5. What is innovation of services?
6. What is penetrating pricing?
7. Define GST.
8. What are the stages in globalisation?
9. What is customer expectations?
10. What are non-profit firms?
11. Define organised retailing.
12. What is globalisation of services?

Section B ($5 \times 5 = 25$) Marks

Answer any **FIVE** questions

13. Explain the characteristics of services.
14. Describe the problems that arise in service quality management and give out solutions.
15. What are the objectives of pricing?
16. What are the promotional mix for financial services?
17. Elaborate the essential skills needed for organised retailing.
18. Explain the factors underlying the evolution of retail in India.
19. What are the challenges faced by the managers in hr practices in the era of globalisation?

Section C ($2 \times 15 = 30$) Marks

Answer any **TWO** questions

20. How are services classified? Explain.
21. Explain the retail marketing strategies in detail.
22. Explain the marketing mix of financial services.
23. Elaborate the five stages of globalisation in detail.

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