

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. What are the unique characteristics of services?
2. Give an example for expanded marketing mix.
3. What is skimmed pricing?
4. List the components of customer gap.
5. What is insurance marketing?
6. What are the types of financial services?
7. List of the factors responsible for the growth of retail in India.
8. What is service globalisation?
9. Highlight the issues that arise in service quality management.
10. What are the components of a retail strategy?
11. What is service customisation?
12. Name the financial services offered by banks.

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

Answer any **FIVE** questions

13. Briefly explain the reasons for the growth of service sector.
14. Explain service pricing strategy.
15. Explain Goods and Service Tax with example.
16. Explain the elements that support the growth of financial service in India.
17. What is non-profit marketing? Explain.
18. Write a note on the present retail scenario in India.
19. Differentiate between standardisation and customisation.

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

Answer any **TWO** questions

20. Explain the major characteristics of services
21. Describe the areas of Innovation in services.
22. Explain service model gap in detail
23. Elaborate the stages of globalisation.

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