

B.Com(Hons) DEGREE EXAMINATION, APRIL 2019
II Year IV Semester
Services Marketing

Time : 3 Hours

Max.marks :75

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

Answer **ALL** the questions

1. Define "Service"
2. Explain the term "Intangibility"
3. What do you mean by relationship marketing?
4. Explain the product concept
5. What is marketing mix?
6. What is 'word of mouth' promotion?
7. What are the factors to be considered in choosing a service location?
8. What is Insurance marketing?
9. Give the meaning of customer retention.
10. What are the methods of distribution of services?

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

Answer any **FIVE** questions

11. State the significance of services marketing.
12. Is advertising a must for service marketing? Discuss
13. Distinguish between goods and services.
14. Explain the objectives of pricing.
15. Explain the merits and demerits of Franchising.
16. Explain the tools of sales promotion.
17. Describe the service life cycle concept.
18. Explain the marketing mix of consultancy service providers.

Section C ($2 \times 15 = 30$) Marks**PART - A - Case Study - Compulsory Question**

19. Hotel snow view located in Simla was famous for its services. Till 2009, the tourists in seasons had to make advance bookings for accommodation. Now few more hotels established recently have started attracting tourists because of their proactive policies. The business of snow view declined considerably. Even after few policy changes, the decline could not be arrested. Snow view has decided to go for a Professional Director for marketing who would be solely responsible for promoting new strategies to bring the business back on stream.
- a.) If you are appointed as Marketing Director, will you accept the offer? Why?
 - b.) If you accept the offer what promotional technique would you implement to bring back the hotel on rails?
 - c.) What is the value added service will you offer?

PART - B

Answer any **ONE** question

- 20. What are the factors affecting the pricing decisions?
- 21. Explain the strategies for creating customer-oriented service delivery.

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