

M.Com. DEGREE EXAMINATION, APRIL 2020
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 services marketing mix.
2. Define the concept of services.
3. Explain the characteristics of services.
4. What do you mean by pricing of services?
5. What is mutual fund?
6. Write a note on insurance services.
7. What is retailing?
8. Write a note on organized retailing.
9. Define globalization of services.
10. What is mean by non profit organization?
11. Explain the problem of service marketing.
12. What is service quality?

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

Answer any **FIVE** questions

13. Briefly explain the cost based pricing of services
14. Distinguish between goods and services
15. Explain the various innovation in services
16. What are components of financial services marketing mix?
17. Distinguish between standardization and customization
18. Describe the present scenario of retailing in India.
19. Explain the different stages of globalization.

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

Answer any **TWO** questions

20. Describe the classification of services?
21. Enumerate the different methods of pricing.
22. Explain the growth of financial services in India.
23. Discuss the effect of globalization on service sector

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