

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.
2. List the essential elements of service marketing mix.
3. Mention the types of Financial Services.
4. Write short note on product support service.
5. What do you mean by pricing of services?
6. What is service quality?
7. Mention the marketing strategies for retailing of services.
8. Write a note on Financial Services.
9. What is retailing?
10. Write short note on versioning strategy.
11. What do you understand by Customisation?
12. What is meant by non profit organization?

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

Answer any **FIVE** questions

13. Explain the problem of service marketing.
14. Distinguish between goods and services.
15. Explain the various problems of service quality management.
16. Briefly explain the cost based pricing of services.
17. What are the components of financial services marketing mix?
18. Distinguish between standardization and customization.
19. State and explain the various stages of globalization of services?

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

Answer any **TWO** questions

20. Describe the classification of services.
21. Elaborate the different methods of pricing of services.
22. Explain the promotional strategies adopted by an Insurance company.
23. Discuss the various skills needed for organizing retailing.

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