

**B.Com(Hons) DEGREE EXAMINATION, APRIL 2020**  
**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 services.
2. What do you mean by heterogeneity of service?
3. Define a service product.
4. What is price bundling?
5. What are the objectives of promotion?
6. Who are service wholesalers?
7. Who are people in service marketing?
8. What is servicescape?
9. What is meant by marketing of financial services?
10. What do you mean by consulting marketing?

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

Answer any **FIVE** questions

11. "Services possess some key distinguishing characteristics" -Discuss.
12. Explain any five differences between goods and services.
13. Describe non-monetary costs involved in services?
14. Explain the different stages in development of new service,
15. Why is the direct distribution a legal choice for service marketing?
16. Explain the various types of service personnel?
17. "Physical evidence can be part of an effective delivery strategy" -discuss.
18. Explain the characteristics of financial services

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

19. Enumerate the various promotional strategies you would recommend for a newly started Multi-Cuisine Restaurant in your area.

**PART - B**

Answer any **ONE** questions

20. Explain the different methods of classification of services.
21. What are the various methods of pricing used for service products? Explain

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