

**M.Com. DEGREE EXAMINATION, EVEN SEMESTER 2021**  
**I Year II Semester**  
**Services Marketing**

**Max.marks :25**

Answer any **FIVE** questions ( $5 \times 5 = 25$ ) Marks

1. Discuss the growth of service sector in India.
2. Elucidate the challenges and opportunities of services marketing in India
3. Evaluate the various methods for Pricing of services.
4. Analyse the customer expectations and perceptions of services.
5. Illustrate the service strategies for financial sector.
6. Highlight the impact of technology in the modern retail marketing of services with specific reference to Indian Context.
7. Suggest suitable strategies to promote globalisation of services in Indian Market.