

**B.Com(Hons) DEGREE EXAMINATION, EVEN SEMESTER 2021**  
**II Year IV Semester**  
**Services Marketing**

**Max.marks :25**

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

1. Give the various classification of services.
2. Discuss the pricing tactics in pricing applications ?
3. Analyse the factors that affect the choice of service location.
4. Identify the various challenges faced in distributing of services.
5. Describe the service capes process.
6. How the employess are motivated and retained in the service industry?
7. Explain the importance of service in Professional or consultancy services.