

SHRIMATHI DEVKUNVAR NANALAL BHATT VAISHNAV COLLEGE FOR WOMEN
(AUTONOMOUS)

(Affiliated to the University of Madras and Re-accredited with 'A+' Grade by NAAC)
Chromepet, Chennai — 600 044.

B.Com.(Honours) END SEMESTER EXAMINATION APRIL/NOV - 2021

SEMESTER - IV

18UBHCT4A18 - Services Marketing

Total Duration : 3 Hrs	Total Marks : 75
MCQ : 30 Mins	MCQ : 15
Descriptive : 2 Hrs.30 Mins	Descriptive : 60

Section B

Answer any **SIX** questions ($6 \times 5 = 30$ Marks)

1. Distinction between goods & services.
2. Evaluate the application of pricing.
3. Show the various factors affecting choice of service location.
4. Sketch the challenges in distributing of services.
5. Illustrate a promotional mix for a Smart Watch.
6. State the importance of physical evidence in services.
7. Describe the strategies for motivating & retaining employees.
8. Write short notes of marketing (i) Healthcare (ii) consultancy (iii) telecommunication.

Section C

Part A

Answer any **TWO** questions ($2 \times 10 = 20$ Marks)

9. Ascertain the classification of services.
10. Examine the various cost of services including new services.
11. Assess the importance of publicity and public relations for a brand.
12. Dissect the services capes process in detail.

Part B

Compulsory question ($1 \times 10 = 10$ Marks)

13. State the presence and contribution of marketing mix-I, II, III opine your reasons, which plays the major role in services marketing.