

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.

M.Com. - END SEMESTER EXAMINATIONS APRIL - 2023

SEMESTER - II

20PCOET2002 - Services Marketing

Total Duration : 2 Hrs. 30 Mins.

Total Marks : 60

Section B

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

1. Illustrate the Growth of services sector.
2. Explain the Nature and concept of service.
3. Classify the list of innovations in services.
4. Describe the product support services.
5. Discuss the marketing of financial services.
6. Classify the different types of financial services.
7. Illustrate the Marketing strategies in retail services.
8. Determine the globalization of services.

Section C

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

9. Briefly explain the essential elements of marketing mix in services marketing.
10. Predict the problems of service quality management.
11. Discriminate the marketing of insurance and mutual fund.
12. Determine the present scenario of retailing in India.

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

13. Evaluate the management of employee / partners in the process of globalization.

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