

**E 3707**



Reg. No.....

Name.....

**B.Com. DEGREE (C.B.C.S.S.) EXAMINATION, NOVEMBER 2022**

**Fourth Semester**

**SERVICE MARKETING**

(For the Optional Stream Marketing of Model I and Model II B.Com.)

[2013—2016 Admissions]

Time : Three Hours

Maximum Marks : 80

**Part A**

*Answer all questions.  
Each question carries 1 mark.*

1. What is 'Interactive Marketing' ?
2. What is strategic management trap ?
3. What is service positioning ?
4. What are the benefits of service branding ?
5. Explain the term 'Service economy'.
6. Expand SWOT.
7. Define e-marketing.
8. Explain the term habitual buying behaviour.
9. What is tourism product ?
10. What is the meaning of relationship management ?

(10 × 1 = 10)

**Part B**

*Answer any eight questions.  
Each question carries 2 marks.*

11. What do you mean by intermediate demand ?
12. What are features of service marketing ?
13. Explain service triangle.
14. What are the components of service marketing mix ?
15. Explain the determinants of minimum level service expectations.

**Turn over**





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16. What do you understand by the concept 'Service recovery' ?
17. Explain technographic segmentation.
18. What is service blueprinting ?
19. What do you mean by product portfolio ?
20. How does image influence perceived quality ?
21. What are features of financial services ?
22. What are the components of a tour ?

(8 × 2 = 16)

### Part C

*Answer any **six** questions.  
Each question carries 4 marks.*

23. Explain customer participation in services.
24. Discuss the importance of the study of consumer behaviour in service marketing.
25. What are the steps of service segmentation ?
26. What are the elements of direct marketing system ?
27. What is marketing mix in service marketing ?
28. Why do service companies show greater concern for demand management ?
29. Explain the managerial process of service quality.
30. What are the challenges to service firms in designing a distribution system ?
31. Write a note on the Insurance business in India.

(6 × 4 = 24)

### Part D

*Answer any **two** questions.  
Each question carries 15 marks.*

32. Explain the reasons for the growth of the service sector during the last two decades.
33. What is market segmentation ? Describe how market segmentation can be used for services.
34. What is service differentiation ? Explain the scope of service differentiators.
35. "Indian software services are booming." Comment.

(2 × 15 = 30)

