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Reg. No.....

Name.....

B.Com. DEGREE (C.B.C.S.S.) EXAMINATION, MAY 2024

Fourth Semester

SERVICE MARKETING

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

[2013–2016 Admissions]

Time : Three Hours

Maximum : 80 Marks

Part A

Answer all questions.

Each question carries 1 mark.

1. Define Services.
2. Explain service triangle.
3. Explain the concept of maximum level service expectations.
4. Write a short note on Psychographic Segmentation.
5. What do you mean by undifferentiated market ?
6. What is Tourism Product ?
7. What is servicecape ?
8. What is place mix ?
9. What is Tourism Promotion ?
10. What is Online Marketing ?

(10 × 1 = 10)

Part B

Answer any eight questions.

Each question carries 2 marks.

11. List 5 major services industries.
12. Write a short note on SWOT analysis.
13. Distinguish between Internal marketing and External marketing.
14. What is strategic management trap ?

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15. Explain the impact of the cultural factors on service consumer's behaviour.
16. What do you mean by Geographic Segmentation ?
17. What is behavioural segmentation in marketing ?
18. Explain service line decisions.
19. What is technical quality ?
20. What do you mean by 'franchising' ?
21. Mention any four challenges faced by the Indian Banking Sector.
22. What are characteristics of tourism products ?

(8 × 2 = 16)

Part C

Answer any six questions.

Each question carries 4 marks.

23. Explain customer participation in services.
24. Explain market oriented service strategy.
25. How do consumers develop perception ? Discuss the relation between consumer expectations and perceptions.
26. Explain the role of the psychological factors in influencing the behaviour of service consumers.
27. Discuss applicability of customisation in service.
28. What is service branding ? What are the qualities of good service brand ?
29. Explain two dimensions of service quality.
30. Explain the environmental impacts of tourism.
31. Describe briefly the structure of Indian Financial System.

(6 × 4 = 24)

Part D

Answer any two questions.

Each question carries 15 marks.

32. How do manage customer relations ? Explain the role of CRM in marketing.
33. What is service marketing mix ? Explain the components of the marketing mix.
34. Discuss the importance of the study of consumer behaviour in service marketing.
35. What are elements of tourism promotion ? Explain.

(2 × 15 = 30)

