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Shree Damodar College of Commerce & Economics, Margao-Goa

Post-Graduate Department of Commerce (M. Com)

M.Com Part-II, Semester-IV, Semester End Examination, April 2023

(Business Management)

COO441: Services Marketing (OA - 18A)

Duration: 3 Hours

Max Marks: 60

Instructions:

1. This paper consists of **NINE** questions carrying *Equal* marks.
2. Question No.1 consists of **5 Compulsory** questions of 2 marks each.
3. Answer **any FIVE** questions from question 2,3,4,5,6,7,8 and 9.
4. Each question carries **10 marks**. Figures to the right indicate marks.

Q.1. Answer the Following Questions:

(5X2=10)

- a. State the Importance of Empowering Service Personnel for successful Services Marketing.
- b. Define Explicit and Implicit Customer Expectations.
- c. What are the benefits of CRM to smaller firms?
- d. What are the major reasons for Service Failures.
- e. Write a short note on Bank Marketing.

Q.2. In future the Service Sector would operate in a conducive environment offering great potential. If the opportunities are optimally utilized by the service sector, it will lead to an all-round development of the economy. In light of this statement, Elucidate the role of services marketing stating relevant Examples.

(10)

- Q.3.A. Service Encounters are critical as it determines the customer Satisfaction and Loyalty towards the Service Organization. Briefly Discuss with examples the Types of Service Encounters. (5)
- B. Services are by and large activities or they are series of activities rather than things. Explain with the help of examples the nature of services. (5)
- Q.4.A. Thorough knowledge of the marketing environment helps marketers acknowledge and predict what the customer actually wants. Elucidate the significance of the Micro and Macro Component of Marketing Environment. (6)
- B. The price policies for service marketers should be on the lines of those used throughout the general field of marketing. Examine the basis for Pricing Services. (4)
- Q.5. Segmentation, targeting, and positioning (STP) is a marketing model that redefines whom the marketer markets the Service product to, and how. It makes marketing communications more focused, relevant, and personalized for customers. Discuss briefly the Process of undertaking a successful Segmentation, Targeting and Positioning strategy and its significance for a Service Organization. (10)
- Q.6.A. Setting service standards is an approach commonly used to create consistent levels of service performance and enhance customer experience. With the help of any two Service Organizations, Discuss the types of Service Standards. (6)
- B. Technology, and especially the technology enabled by the Internet, has had enormous repercussions for CRM (Customer Relationship Management). In view of this statement, discuss with supporting examples, the Role of technology in CRM. (4)
- Q.7. Illustrate the SERVQUAL model and briefly discuss and highlight the Gaps in Service Quality and the cause for such gaps. (10)
- Q.8. The service marketing mix is also known as an extended marketing mix and is an integral part of a service blueprint design. Discuss with suitable examples the Service Marketing mix of the Telecommunication Sector. (10)

Q.9. Discuss the Significance of service marketing in improving the performance and Competitive edge of the following service Sectors at the Global level:

A. Transport Sector

B. Education Sector

C. Tourism Sector

(10)

*****ALL THE BEST*****