

Vidya Vikas Mandal's
Shree Damodar College of Commerce & Economics, Margao-Goa
Post-Graduate Dept. of Commerce (M.Com)
M.Com, Semester-IV Semester End Examination, June 2022
Business Management
COC441 Services Marketing (0A-18A)

Duration: 3hrs

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 5 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 in 50-80 words each

(5x2=10)

- i. Importance of services marketing
- ii. Customer delight
- iii. Explain generality in services
- iv. What is product in tourism industry
- v. Benefits of technology in services

Q.2 "A service is rented rather than owned." Explain what this statement means, and use examples to support your explanation.

10

Q.3 Choose a service industry you are familiar with, and show how each of the 7Ps of services marketing applies to a specific product.

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Q.4 a. How are customers' expectations formed.

04

b. Explain the difference between desired service and adequate service with reference to a service experience you have had recently.

06

Q.5 Write short note on following

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- a. Cost-based pricing
- b. Value based pricing

Q.6 What roles do personal selling, advertising, and public relations play in

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- a. Attracting new customers to visit a service outlet and
- b. Retaining existing customers

Q.7 What is the difference between hard and soft standards? Which one do you think would be more readily accepted by employees, by management and why.

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Q.8 Profile the key challenges across the service mix elements in the healthcare segment in India.

Q.9 How has the paradigm shift occurred in marketing mix for the education sector.

10

******BEST WISHES******