

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.

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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.

10

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

10

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

Q.6 What roles do personal selling, advertising, and public relations play in 10
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. 10

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******