

(Pages : 2)

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Reg. No. :

Name :

Fourth Semester M.Com. Degree Examination, July 2024

Elective – Marketing

Paper III – CO 243 M SERVICES MARKETING

(2015 Admission Onwards)

Time : 3 Hours

Max. Marks : 75

SECTION – A

Answer **all** questions. Each question carries **2** marks.

1. Define Relationship Management.
2. What is Customer Gap?
3. What is Customer Experience Management?
4. What is Service Marketing Triangle?
5. Define Service Strategies.
6. What is SERVQUAL?
7. What is Service Recovery?
8. What is E- Services Marketing?
9. What is Organizational Climate?
10. What is Service Economy?

(10 × 2 = 20 Marks)

P.T.O.



SECTION – B

Answer any **five** questions. Each question carries **5** marks.

11. Explain the different types of Services.
12. Elaborate GAP Model.
13. Explain about the CRM issues in services.
14. Illustrate in detail Relationship development strategies and its challenges.
15. Discuss in detail Service recovery Strategies.
16. Explain Demand management in Services.
17. Explain about the implications of Service Marketing.
18. Explain about the internal marketing of services.

(5 × 5 = 25 Marks)

SECTION – C

Answer any **two** of the following questions. Each question carries **15** marks.

19. Explain in detail about the 7P's of Service Marketing.
20. Illustrate the factors that influence customer expectation of service.
21. State the significance of service marketing. List various bases for classifying services.
22. Elaborate on the Sustainable service Models.

(2 × 15 = 30 Marks)

