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3 SEM MCOM (CBCS) SM 421

2024

(December)

COMMERCE

Paper : 30421

(Service Marketing)

Full Marks : 60

Time : Three hours

The figures in the margin indicate full marks for the questions.

1. (a) Define services. Why should there be a different marketing approach to services ? 4+8=12

OR

- (b) "Technology creates opportunities as well as threats." Discuss. 12

2. (a) How do customers develop perception ? Discuss the relation between consumer expectations and perceptions. 5+7=12

Contd.

OR

(b) How can service quality be audited ?
Explain the GAP model of service
quality. 5+7=12

3. (a) How does the extended marketing mix
differ from the traditional 4 Ps and what
are the additional elements it
encompasses ? 12

OR

(b) Explain price-quality relations.
"Companies often find pricing of
services more difficult than pricing of
goods." Why ? 5+7=12

4. (a) How do you apply the marketing
concept to a public sector bank ?
Illustrate with examples. 12

OR

(b) How do you understand a tourism
offer ? Explain the marketing strategies
for tourism services. 5+7=12

5. Write in brief **any two** of the following :

6×2=12

- (a) Service Marketing Triangle
 - (b) Marketing of healthcare services
 - (c) Trade barrier for services in international marketing
 - (d) Service Promotion
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2023

(December)

COMMERCE

Paper : 30421

(Service Marketing)

Full Marks : 60

Time : Three hours

The figures in the margin indicate full marks for the questions.

1. (a) Explain the reasons for the growth of the service sector. 12

Or

- (b) How does the service marketing triangle describe the marketing effort for services ?
2. (a) What is market segmentation ? Describe how market segmentation can be used for services. 4+8=12

Contd.

Or

- (b) Select a service company and explain how quality is managed in the concern. 12

3. (a) How do you study demand fluctuations and capacity constraints of service firms? What strategies do you suggest for balancing the supply-demand position? 6+6=12

Or

- (b) What are the steps in the development of new services? What is the role of physical evidence in the service marketing? 7+5=12

4. (a) What is the importance of internal marketing in tourism? 12

Or

- (b) Explain the market for educational services and the marketing approach of an educational institution.

5. Write in brief : (*any two*) 6×2=12

- (a) Zone of tolerance in service marketing

- (b) Pricing policies and strategies of a service company
 - (c) Impact of political environment in international marketing of services
 - (d) Difference between goods and services
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3 SEM MCOM (CBCS) SM 421

2022

(December)

COMMERCE

Paper : 30421

(Service Marketing)

Full Marks : 60

Time : Three hours

The figures in the margin indicate full marks for the questions.

1. (a) Explain the reasons for the growth of service sector. 12

Or

- (b) What are the various "customer groups" in service marketing ? What are their distinctive characteristics ? 6+6=12

2. (a) How do you study demand fluctuations and capacity constraints of service firms ? What strategies do you suggest for balancing the supply-demand position ? 6+6=12

Contd.

Or

- (b) What are the bases for market segmentation ? Design segmentation strategies for insurance services.

7+5=12

3. (a) What is a basic service package (BSP) ? Explain the issues involved in the development of BSP.

4+8=12

Or

- (b) Discuss the pricing strategies applicable for services with suitable examples.

12

4. (a) What is the importance of internal marketing in tourism ?

12

Or

- (b) What do you understand by international marketing ? Explain the various trade barriers in relation to services.

3+9=12

5. Write in brief **any two** of the following :

6×2=12

- (a) Determinants of customer expectations.

- (b) Components of a service.
 - (c) Differentiation between goods and services.
 - (d) Service promotion.
 - (e) Application of SERVQUAL in services.
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3 SEM PG (CBCS) SM 421

2021

(held in February/March, 2022)

COMMERCE

Paper : 30421

(Service Marketing)

Full Marks : 60

Time : Three hours

The figures in the margin indicate full marks for the questions.

1. (a) Define services. Why should there be a different marketing approach to services? 4+8=12

Or

- (b) What are various customer groups ? What are their distinctive characteristics ? 6+6=12

Contd.

2. (a) How do customers develop perception ?
Discuss the relation between consumer expectations and perceptions.
5+7=12

Or

- (b) How can service quality be audited ?
Explain the GAP model of service quality.
5+7=12

3. (a) Critically examine the pricing policies and strategies of a service company of your choice.
12

Or

- (b) "Capacity and demand management is a major challenge for service firms."
Why ? Discuss.
12

4. (a) How do you understand a tourism offer ? Explain the marketing strategies for tourism services.
7+5=12

Or

- (b) How do you apply the marketing concept to a public sector bank ?
Illustrate with example.
12

5. Write in brief **any two** of the following :
6×2=12

- (a) Service marketing triangle
 - (b) Marketing of healthcare services
 - (c) Zone of tolerance in service marketing
 - (d) Challenges of international marketing of services
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M.Com 3rd Semester Examination 2020 (held in June, 2021)

Course Title:30421

Course Number: Service Marketing

Nature of the Course: DSEC

Full Marks: 30

Time: One and Half Hour

Mode of Examination: Online (Open Book Examination)

Instruction to the candidates: The figures in the margin indicate full marks for the questions. Word limit for Question no 1 & 3 is 300 each and for Question no 2 word limit is 150 each.

1.(a) Matching Supply with Demand is difficult for services. Managers have to device innovative schemes for managing yield. Discuss. (10)

or

(b) What is Market Segmentation? Discuss how market segmentation can be used for services?

2. Write in brief. (any two)

(5x2)

- a. How trade in services different from trade in goods?
- b. Pricing of Services is more flexible than pricing of goods? Discuss.
- c. How does the service marketing triangle describe the marketing effort for services?
- d. What are the Marketing Mix for Advertising Agency?

3. Using a Public sector bank of your choice, give examples of the methods by which the organization can seek to manage service quality. (10)