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MASTER OF COMMERCE (M.COM)
EXAMINATION: DECEMBER- 2024
SECOND SEMESTER
Sub: Services Marketing (MCM-212)

Date: 13/12/2024

Total marks: 60

Time: 10.00am to 12.30pm

Instruction: 1) All questions are compulsory.

2) Figures to the right indicate full marks.

Q.1 Answer the following questions. (Attempt any two) (32)

1. Elaborate the various gaps determined in Gap Model of Services.
2. Elaborate the 7 P's of Services Marketing Mix.
3. Define the term Service Guarantee. What are its benefits to Service Marketers, Employees and the consumers? Give a few examples of service guarantees.
4. Explain Service Life Cycle

Q.2 Answer the following questions. (Attempt any two) (16)

1. Explain importance of physical evidence in understanding services
2. Elaborate the Vital importance of IT/Internet in Services Marketing.
3. State & Explain in brief different types of Customer Encounter in Services Marketing.
4. State & Explain any four types of Pricing Methods used in Services Marketing.

Q.3 Write short notes. (Attempt any three) (12)

1. Franchise
 2. Consumer Service
 3. Industrial Service
 4. Self Service Technology in Services Marketing
 5. Financial Services
 6. E-commerce
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