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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: 100

Time: 10.00am to 01.00pm

Instruction: 1) All questions are compulsory.

2) Figures to the right indicate full marks.

Q. 1 Answer the following questions. (Attempt any two) (30)

1. Elaborate the growing importance of service sector in Indian economy with the help of suitable examples of different service Industries.
2. “Ultimate aim of service profit chain is to achieve revenue growth & profitability by improving internal customer’s quality & external customer satisfaction” Elaborate the concept of Service Profit Chain.
3. Explain various types of pricing methods used by marketers in marketing of services.
4. Explain in brief the PZB GAP Model of services. Why this model is important for Services Marketers?

Q. 2 Answer the following questions. (Attempt any three) (30)

1. Define Service Guarantee. Explain its benefits to Service Marketers and the Customers.
2. Explain in brief the concept of service blueprinting and its benefits to service marketers.
3. Explain the importance of ‘Process’ element in the services marketing mix with the help of suitable examples.
4. Elaborate the 7 P’s of Services Marketing Mix.
5. Explain in brief the role of internet in improving the quality of services with the help of suitable examples.

Q. 3 Write short notes. (Attempt any five) (40)

1. Types of customer encounters
 2. Behavioral Segmentation
 3. Benefits of Self Service Technology
 4. Importance of Physical Evidence
 5. Importance of Event Management Services
 6. ‘Inconsistency’ characteristic of Services.
 7. Sales Promotion schemes for consumers
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