

External (60:40)
Batch (2016-17 till 2021-22)
Regular (60:40)
Batch (2016-17 till 2022-23)
External/Regular (60:40)
Batch (2023-2024/2024-2025)

TILAK MAHARASHTRA VIDYAPEETH, PUNE
MASTER OF COMMERCE (M.COM)
EXAMINATION: MAY - 2025
SECOND SEMESTER
Sub: Services Marketing (MCM-212)

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. What is the Indian Scenario of Services Marketing?
2. Elaborate the 7P's Marketing Mix in Detail.
3. State the different tools used for promotional activities with examples.
4. Describe the services marketing segmentation and the problem areas of segmentation.

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

1. Explain the various strategies of pricing in different conditions.
2. Briefly explain the various service applications.
3. Describe the nature and characteristics of services.
4. Describe the strategies in managing inconsistencies.

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

1. Personal Selling
2. Importance and elements of physical evidence
3. Handling customer complaints effectively
4. Usefulness of Perceptual Maps
5. Contribution of services to customer satisfaction
6. Importance of Services Marketing