

TILAK MAHARASHTRA VIDYAPEETH, PUNE
MASTER OF COMMERCE (M.COM)
EXAMINATION: DECEMBER - 2025
SECOND SEMESTER

Sub: Services Marketing (MCM-212)

Date: 30/12/2025

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. Explain in brief the various 'Service GAPS' determined in the GAP Model of Services.
2. What do mean by Service Guarantee? Discuss the characteristics of a good service guarantee.
3. Discuss the various pricing strategies used in Services Marketing.
4. Elaborate the 'Inconsistency and Perishability' characteristics of services with the help of suitable examples.

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

1. Explain in brief the role of internet in improving the quality of services with the help of suitable examples.
2. Explain the different types of customer encounters in services marketing.
3. Discuss the critical role of 'Employees' in Services Marketing Organization.
4. Briefly explain the importance of Self Service Technology in services marketing with the help of suitable examples.

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

1. Reasons for growth of service sector
2. Objectives of 'Service Profit Chain
3. Importance of Event Management Services
4. Importance of 'Services Marketing Triangle' for services marketers
5. Benefits of Self Service Technology
6. Hospitality Services