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MASTER OF COMMERCE (M.COM)
EXAMINATION: MAY- 2026
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 do you mean by Service Profit Chain? Explain.
2. Define Service Guarantee. Explain its benefits to Service provider and the Customers.
3. Explain the 'Service Blueprinting' What are the benefits of Service blue printing?
4. What do you mean by Event Management Services? Explain various types of Event Management Services.

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

(16)

1. Explain in brief the benefits of Service Guarantee to Service Providers and the Customers. Give a few examples of service guarantee.
2. Discuss any four types of pricing methods used in Services Marketing.
3. Explain in brief the Inseparability and Inconsistency characteristics of services with the help of a few examples.
4. Explain the different types of customer encounters in services marketing.

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

(12)

1. Role of Internet in Services Marketing
2. Benefits of Self Service Technology
3. Bases of segmentation in services marketing
4. Industrial Services
5. Hospitality Services
6. Role of service sector in Indian economy