

**4 SEM TDC SMKT 3 (Sp) (N/O)****2 0 1 6**

( May )

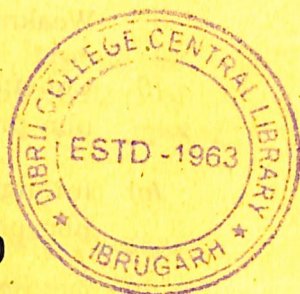
**COMMERCE**

( Speciality )

Course : 403

( **Service Marketing** )

Time : 3 hours



*The figures in the margin indicate full marks  
for the questions*

( New Course )

Full Marks : 80

Pass Marks : 24

State whether the following statements are  
True or False :

1×8=8

- (a) Once goods and services are sold, the ownership goes to the buyer.
- (b) There is no need of market segmentation in service marketing.
- (c) ITDC stands for Indian Tourism Development Corporation.

( 2 )

( 3 )



(d) According to gap model, the gap between service performance and promises is known as service gap.

(e) SWOT stands for Strengths, Weaknesses, Opportunities and Training.

(f) Consultancy services are examples of non-profit organisations.

(g) Intangible products are known as non-physical products.

(h) Dining area of a hotel is an example of physical evidence.

2. Write short notes on any *four* of the following : 4×4=

(a) Growth of service marketing

(b) Customer expectation

(c) Packaging of services

(d) Positioning

(e) Service marketing triangle

(f) Understanding service customers

3. (a) Describe the different macro-environmental and micro-environmental factors of service marketing. 3+8=

Or

(b) What is service marketing? Distinguish between goods and services marketing.

3+8=11

4. (a) Define the term 'perception'. Explain the process of perception in the context of service marketing. 3+8=11

Or

(b) Define service market segmentation. Explain the factors that are generally considered by marketers in service market segmentation. 3+8=11

5. (a) Explain in detail about the elements of expanded marketing mix in service marketing. 11

Or

(b) What do you mean by 'quality'? Discuss the quality model in service marketing. 3+8=11

6. (a) Write in detail about the marketing of financial services. 12

Or

(b) What do mean by 'tourism'? Discuss the marketing practices in tourism industry. 3+9=12

7. (a) Define the term 'advertising'. Explain the role of advertising in service marketing.

Or

- (b) What is service gap? Explain the different causes of service gap in service marketing. 3+8=