

4 SEM TDC SMKT 3 (Sp) N/O

2 0 1 7

(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

- 1. State whether the following statements are
True or False :**

1×8=8

- (a) Affluence in a society and growth in
services are not correlated.**
- (b) Services are homogeneous whereas
goods are heterogeneous.**

(2)

- (c) When a service company offers only one package across its market, it is called differentiated marketing.
- (d) The service product is a bundle of features and benefits.
- (e) The price of stockbroking service is salary.
- (f) Quality is a key element in the service business.
- (g) A modified marketing mix consisting of four Ps can be used as comprehensive marketing strategy.
- (h) Marketing segmentation is to divide the homogeneous market into heterogeneous segments.

2. Write short notes on any four of the following:
 $4 \times 4 = 16$

- (a) Service marketing segmentation
- (b) Physical evidence
- (c) Expanded marketing mix
- (d) Marketing of education
- (e) Micro-environment for services
- (f) Non-monetary cost

(3)

3. (a) Explain the different components of service marketing triangle. 11

Or

- (b) Define services. Explain the reasons for the growth of the services sector. $4+7=11$

4. (a) What are the various customer groups? What are their distinctive characteristics? $6+5=11$

Or

- (b) Discuss the importance of the study of consumer behaviour in service marketing. SM 11

5. (a) What are the determinants of Service Quality? How do they influence service business? $6+5=11$

Or

- (b) What are the tools of Sales Promotion? Explain with examples for any two services. $7+4=11$

6. (a) What is market segmentation? Describe how market segmentation can be used for services. $4+7=11$

Or

- (b) What are the components of the service marketing mix? 11

7. (a) How do you understand a tourism offer?
Explain the marketing components of a
tourism service. 5+7=12

Or

- (b) Explain the marketing practices of
hospitality services in India.

SM