**MCOSC-3.1B**

Sl.No. : **Total No. of Pages : 2**

# III Semester M.Com. Degree Examination, February- 2024
## (SLM Scheme CBCS)
## COMMERCE
## Course-IV B/D : Services Marketing

**Time : 3 Hours** **Max. Marks : 80**

### SECTION - A

Answer any four questions. Each question carries five marks. **[4×5=20]**

***Q1)*** Define service Marketing?

***Q2)*** What is service mapping?

***Q3)*** What do you mean by customer loyalty?

***Q4)*** What is market segmentation?

***Q5)*** What do you understand by service triangle?

***Q6)*** What are service encounters?

### SECTION - B

Answer any three questions. Each question carries ten marks. **[3×10=30]**

***Q7)*** Explain the elements of service marketing mix in detail.

***Q8)*** Discuss the types of service encounters in detail.

***Q9)*** Describe the different approaches of pricing.

***Q10)*** Illustrate the different customer retention strategies.

***Q11)*** Briefly explain the different ethical aspects in service marketing.

## SECTION - C

Answer any two questions. Each question carries fifteen marks. **[2×15=30]**

***Q12)*** Service delivery process is an integral part of service marketing". Discuss with the various steps involved in service delivery process with suitable examples.

***Q13)*** What do you understand by market segmentation? Examine in detail the different segmentation strategies in service marketing.

***Q14)*** What is service development? Illustrate the types of new service development and its stages in detail with an example.

***Q15)*** What is customer development? Describe the customer development process with proper illustration.

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