MCOSC-3.1B

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

III Semester M.Com. Degree Examination July - 2024

(CBCS, SLM Scheme)

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) What is service development?

Q2) Who is called as service provider?

Q3) List out the benefits of CRM.

Q4) Briefly explain the significance of E-Commerce.

Q5) Briefly explain the role of intermediaries.

Q6) What is Service Marketing Mix?

SECTION - B

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

Q7) What is service environment? Explain the environmental forces driving the growth of services.

Q8) What are the types of new service development? Explain its stages.

Q9) Explain the significance of CRM process in B2B Makets.

Q10)Explain the bases of segmentation services.

Q11)Explain the problems in making pricing decisions.

SECTION - C

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

Q12)Explain the emerging issues in service marketing.

Q13)Discuss in detail the methods of pricing.

Q14)Explain the major challenges in designing the service process.

Q15)What is ethical marketing? Discuss the ethical aspects of service marketing.