MCOSC-3.1B/D

Sl. No.

III Semester M.Com. Degree Examination, May/June - 2026

COMMERCE

Services Marketing

(CBCS, SLM Semester Scheme)

Course - 3.1 B/D

Time : 3 Hours **Maximum Marks : 80**

SECTION - A

Answer any Four questions. Each question carries Five marks. **(4×5=20)**

1. Define service marketing. How is it different from goods marketing.

2. State any two marketing challenges in services.

3. What are the customer costs experienced in availing a service?

4. Explain the concept of branding in services.

5. State the need for segmentation in service marketing.

6. Mention any two ethical issues in service marketing.

SECTION - B

Answer any Three questions. Each question carries Ten marks. **(3×10=30)**

7. Explain the service triangle and its components.

8. Analyse the impact of globalisation on the service sector.

9. Discuss the role of service blue printing in new service development.

10. Explain the importance of distribution channels in service delivery.

11. Evaluate the concept of customer lifetime value in CRM.

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SECTION - C

Answer any Two questions. Each question carries Fifteen marks. (2×15=30)

12. Discuss the evolving environment of services with reference to micro and macro forces.

13. Examine the role of intermediaries in the service delivery process.

14. Discuss integrated marketing communication for services and its advantages.

15. Critically evaluate the emerging issues in service marketing for global markets.

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