MCOSC-3.1 B/D

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

III Semester M.Com. Degree Examination, June - 2025
(CBCS, SLM Scheme)
COMMERCE
Course - IV : Services Marketing

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

SECTION - A

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

Q1) Explain the concept of "Service Marketing Mix" and discuss its components.

Q2) Describe the role of "Service Quality" in service marketing. How can service providers manage service quality effectively?

Q3) What is "Service Blueprinting" Illustrate with an example how it helps in improving service delivery.

Q4) What is "Customer Relationship Management (CRM)"? Briefly explain its importance in the service industry.

Q5) What are "Servicescapes"? Explain how physical environment influences service delivery and customer experience.

Q6) Define "Internal Marketing" and explain its significance in ensuring service quality and employee satisfaction.

SECTION - B

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

Q7) Examine the differences between goods and services. How do these differences impact the marketing strategies of service firms?

Q8) Discuss the "Gap Model of Service Quality". What are the various gaps identified in the model, and how can organizations address them?

Q9) Analyze the concept of "Service Encounter" and its impact on customer satisfaction. Provide examples to illustrate your points.

Q10) Evaluate the importance of "Service Recovery" strategies in maintaining customer loyalty.

Q11) Discuss the role of "Service Innovation" in the competitive service sector. How can firms leverage innovation to enhance their service offerings?

SECTION - C

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

Q12) Critically assess the "SERVQUAL Model" and its application in measuring service quality. How it is different in service sector.

Q13) Explore the concept of "Service Differentiation" and its strategies. Provide examples of companies that have successfully differentiated their services.

Q14) Examine the challenges faced by service marketers in managing "Service Demand and Capacity". How can firms effectively address these challenges?

Q15) Analyze the impact of "Digital Transformation" on service marketing. How have digital technologies changed the way services are marketed and delivered?

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