MCOSC-3.1B/D

Sl. No.

III Semester M.Com. Degree Examination, October/November - 2025

COMMERCE

Services Marketing

(CBCS, SLM Semester Scheme)

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

SECTION - A

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

1. State the characteristics of service marketing.
2. Identify and briefly explain two micro environmental forces in the growth of service section.
3. Examine the role of the customer in the service delivery process.
4. What is integrated service marketing? Explain its importance for service-based business.
5. Briefly explain the role of service marketing in e-commerce and e-marketing.
6. Examine the ethical aspects in service marketing.

SECTION - B

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

7. Discuss the role of intermediaries in the services delivery process with an example.
8. Explain the various bases of market segmentation used in service marketing.
9. Explain the benefits and difficulties of CRM.
10. Elucidate the importance and features of integrated serivce marketing.
11. Analyse the role of technology in enhancing service delivery and customer experience in the banking sector.

SECTION - C

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

12. Discuss the major issues and challenges of service marketing in India.
13. Describe the extended Service Marketing Mix (7P's) and its application in a service industry of your choice.
14. Evaluate the different pricing methods used in service industries.
15. Explain the types of new service development and its stages.
