**DECEMBER 2024** **P/ID 78014/RMB01**

Time : Three hours Maximum : 80 marks

PART A — (10 × 2 = 20 marks)

Answer any TEN questions in 50 words each.

1. Mention any four forms of service sector.

2. Define service.

3. What is meant by delivery gap?

4. Give the definition for service quality.

5. What is segmentation?

6. Define a service strategy.

7. What is internal marketing?

8. What is capacity planning?

9. What is meant by service performance gaps?

10. What is delivery gap?

11. Define blueprint in marketing services.

12. Mention any four sectors under professional services.

PART B — (5 × 6 = 30 marks)

Answer any FIVE questions in 250 words each.

13. Write a short note on the steps taken by the government to promote the growth of the service sector.

14. Elucidate the main characteristics of a service.

15. Discuss in short about the knowledge gaps.

16. Mention the major components of internal marketing.

17. Enumerate common avenues and channels of internal marketing.

18. What are the major types of financial services?

19. Explain the different characteristics of service.

PART C — ($3 \times 10 = 30$ marks)

Answer any THREE questions in 500 words each.

20. Discuss the role of the service sector in the growth of a country's economy.

21. Explain the classification of service on the basis of tangibility and intangibility.

22. Give a detailed note on the delivery gap and customer satisfaction gap

23. Elucidate some of the common efforts of internal marketing. Also, discuss the benefits of internal marketing.

24. State in detail the characteristics of public utility services.

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