MAY 2025 **P/ID 78014/RMB01**

Time : Three hours Maximum : 80 marks

PART A — (10 × 2 = 20 marks)

Answer any TEN questions.

1. Define professional service.
2. State the meaning of hospitality service.
3. What is meant by delivery gap?
4. Give the definition for service quality.
5. Mention the meaning of quality gap.
6. Explain the concept of segmentation in two lines.
7. What is internal marketing?
8. What is capacity planning?
9. Enlist the seven Ps of marketing mix.
10. Promotion of service — explain the term in short.
11. Define blueprint in marketing services.
12. Mention any four sectors under professional services.

PART B — (5 × 6 = 30 marks)

Answer any FIVE questions.

13. Write a short note on professional services.

14. State the importance and advantages of quality standards.

15. Discuss in short about the knowledge gaps.

16. Mention the major components of internal marketing.

17. What are the benefits of market segmentation?

18. What do you mean by promotion of service? Mention the advantages.

19. Explain the different characteristics of service.

PART C — (3 × 10 = 30 marks)

Answer any THREE questions.

20. Discuss in detail about some of the professional services in computer science.

21. Write a detailed note over the principles of quality standards.

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. Write in detail the different types of market segmentation and illustrate it.

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