

TB245494R

Reg. No :

Name :

BACHELOR'S DEGREE (C.B.C.S) EXAMINATION, NOVEMBER 2024
2022 ADMISSIONS REGULAR
B.M.S SEMESTER V - CHOICE BASED CORE (INTERNATIONAL BUSINESS)
MS5B15B18 - Services Marketing

Time : 3 Hours

Maximum Marks : 80

Part A

I. Answer any Ten questions. Each question carries 2 marks

(10x2=20)

1. What measures can you use to assess the contribution of services to Indian economy?
2. Define services.
3. List the elements of servuction system.
4. Discuss the role played by Human Resources Department in the smooth flow of services.
5. When we say "People" in services, what do we mean?
6. What is the most important challenge that service encounter stage presents?
7. What happens during the Pre-purchase stage of service decision making?
8. Define micromarketing.
9. Define positioning.
10. What do you mean by excess demand?
11. What is listening gap?
12. Discuss the purpose of relationship marketing.

Part B

II. Answer any Six questions. Each question carries 5 marks

(6x5=30)

13. The evaluation of a service quality is difficult in comparison to products. What are the different attributes involved? Explain with examples for each.
14. Discuss why India is a fertile ground for services.
15. Services has an extended marketing mix in comparison to the products. Discuss why each of the three new mix elements are added.
16. What are the different types of Economic Value Drivers? Explain.
17. Employees play a crucial role in service experience. Do you agree? Substantiate.
18. Differentiate between line of interaction and line of internal interaction.
19. Discuss the role of segmentation in marketing of services.
20. What are the advantages of relationship marketing to the firm?
21. List and define the five dimensions of service quality. Attempt to define the services provided by any one service firm on each of these dimensions.

Part C

III. Answer any Two questions. Each question carries 15 marks

(2x15=30)

22. Compare and contrast service marketing mix and product marketing mix.
23. Explain different kinds of value drivers with relevant examples.
24. Discuss Segmentation, Targeting and Positioning and its importance in service industries.
25. What do you call it if a customer does not receive what he expected? How can you address this gap? Illustrate the model.