

CARMEL COLLEGE OF ARTS, SCIENCE AND COMMERCE

M.Com (Semester –IV) (Business Management) Examination, July 2021

COO 419 : SERVICES MARKETING (OA-18 A)

Duration: 2 Hours

Max. Marks: 40

Instructions:1) This paper consists of **six** questions

2) Question No.1 consists of **5 compulsory** questions of **2 marks** each

3) Answer **any 3** questions from Question **2,3,4,5 & 6**

4) The scanned copy of the answer sheets should be uploaded before 1:00 p.m. on the day of the exam.

5) Figures to the **right** indicate **marks**.

- Q1) Answer the following questions. (5x2=10)**
- a. List four points of difference between products and services.
 - b. What is Tangibility Spectrum?
 - c. Explain GAP 2 of Service Quality.
 - d. What is Zone of Tolerance?
 - e. What is 'Activity Based Costing' in Services Pricing Strategy ?
- Q2)** a. "Technology plays a tremendous role in boosting the growth of the Service Sector". Discuss. **05**
b. Elaborate the types of Customer-Defined Service Standards. **05**
- Q3)** a. Explain the Pre-purchase stage in the Model of Service Consumption. **10**
- Q4)** a. Enumerate the communication mix elements that originate from outside the firm. **05**
b. What is 'Service Failure' ? Explain the four categories of complainers grouped on how they respond to failures. **05**
- Q5)** a. What are self Service Technologies (SSTs) ? Explain how the firms moving into SSTs as a mode of delivery will be successful. **05**
b. "Corona Virus : A boon or bane for Digital Marketing". Discuss **05**
- Q6)** What is Positioning ? Explain its importance and the steps involved in the process of Positioning. **10**
