

APRIL 2018

65160/KDA2C

Time : Three hours

Maximum : 75 marks

PART A — (10 × 1 = 10 marks)

Answer any TEN questions, each in 50 words.

1. Define service.
2. Write a note on Variability in service.
3. What is meant by Marketing Strategy?
4. What do you understand by after sales service?
5. What is meant by Quality?
6. What do you know about Product support?
7. Why pricing is important?
8. What is meant by Mutual fund?
9. What do you understand by Insurance?
10. What is Non-profit organisation?
11. Write a short note on Customer retention.
12. Why customers disstatisfied?

I Mem - Marketing of Services

PART B — (5 × 5 = 25 marks)

Answer any FIVE questions, each in 200 words.

13. Distinguish between services and goods.
14. Describe the nature of service.
15. Explain the marketing mix for a service firm.
16. Briefly explain the salient features of tourism products.
17. What are the reasons for an improper service delivery?
18. Enumerate the marketing procedures for non-profit organizations
19. Write a note on "Relationship Marketing".

PART C — (4 × 10 = 40 marks)

Answer any FOUR questions, each in 500 words.

20. Explain the Significance of Service Marketing.
21. Discuss the marketing strategies for professional service firms.
22. Examine the after sales service techniques.

23. Explain the service innovations in the recent trends.
 24. Critically examine the role of personal selling in financial services.
 25. Discuss the importance of CRM.
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