

APRIL 2019

65160/KDA2C

Time : Three hours

Maximum : 75 marks

PART A — (10 × 1 = 10 marks)

Answer any TEN questions in 50 words each.

1. Define Service.
2. What is environmental service?
3. Write a note on Variability in service.
4. What are professional services?
5. What do you mean by advertising agency?
6. Write a short note on recruitment service.
7. What is meant by innovations in service?
8. What do you understand by product support service?
9. What is pricing of service?
10. Write a short note on financial service?
11. What do you understand by CRM?
12. What is meant by customer satisfaction?

I M.com - Marketing of Services

PART B — (5 × 5 = 25 marks)

Answer any FIVE questions in 200 words each.

13. Describe the Characteristics of services.
14. Distinguish between services and goods.
15. Explain communication services.
16. Write a brief note on tourism marketing.
17. State the objectives of pricing of services.
18. Write a note on marketing for non-profit firms.
19. Explain the need for customer relationship management.

PART C — (4 × 10 = 40 marks)

Answer any FOUR questions in 500 words each.

20. Describe the Significance of Service Marketing.
21. Explain the service marketing mix.
22. Discuss the marketing strategies for professional service firms.

23. Enumerate the importance of marketing of insurance.
 24. Examine the after sales service techniques.
 25. Elucidate the Steps to customer relationship management.
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