

NOVEMBER 2017

65160/KDA2C

Time : Three hours .

Maximum : 75 marks

PART A — (10 × 1 = 10 marks)

Answer any TEN questions.

1. What is meant by service?
2. What is services marketing?
3. Write a short note on TQM
4. What do you know about consultancy?
5. Write a short note on Tourism.
6. What is meant by product support services?
7. Write a short note on service innovation.
8. What is service quality?
9. What is meant by financial service?
10. What is CRM?
11. What is meant by relationship marketing?
12. What do you understand by customer satisfaction?

I M-Com - Marketing of services

PART B — (5 × 5 = 25 marks)

Answer any FIVE questions.

13. Briefly mention the reasons for the growth of the service economy.
 14. What are the characteristics of services?
 15. Why services required after sales?
 16. Explain the reasons for unsuccessful service quality delivery.
 17. What are the characteristics of marketing of financial services?
 18. How did the concept of relationship marketing emerge?
 19. Distinguish between Transaction marketing and relationship marketing.
 22. Enumerate the marketing strategies for service firms.
 23. Discuss the importance of pricing of services strategy.
 24. Critically examine the characteristics of Non-Profit Marketing.
 25. Explain the customer relationship management strategies.
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PART C — (4 × 10 = 40 marks)

Answer any FOUR questions.

20. How are services classified? Elaborate.
21. What trends do you visualize for services in the new millennium?