

NOVEMBER 2023

66432/KD43A

Time : Three hours

Maximum : 75 marks

PART A — (10 × 1 = 10 marks)

Answer any TEN questions.

1. What is service?
2. Define marketing.
3. What is marketing strategies?
4. Write a note Tourism.
5. What is product?
6. What is innovation?
7. What is a financial service?
8. What is mutual fund?
9. Define the term relationship marketing.
10. What is service blue printing?
11. What is CRM?
12. Write short note on Communication.

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PART B — (5 × 5 = 25 marks)

Answer any FIVE questions.

13. Differentiate goods from services.
14. What is market segmentation?
15. Why is pricing of services difficult?
16. How do you market a nonprofit firm?
17. Bring out the significance of customer relationship marketing for service organization.
18. What is the role of technology in mediation?
19. Why are services intangible?

PART C — (4 × 10 = 40 marks)

Answer any FOUR questions.

20. Describe the characteristics of services.
21. Explain the main strategies of service marketing.
22. Discuss the recent innovations in services.

23. Explain the role of marketing in insurance industry.
24. "Customer is the king" – Is this in practice in India? Give your critical answer.
25. Describe the impact of LPG policy on the service sector in India.