

APRIL 2024

72254/BB26B

Time : Three hours

Maximum : 75 marks

SECTION A — (10 × 2 = 20 marks)

Answer any TEN questions

1. Define the term service.
2. What is heterogeneity?
3. Define promotion.
4. What do you mean by distribution?
5. Explain the term service triangle.
6. What is latent demand?
7. What do you mean by service gap?
8. What is capacity planning?
9. Define the term hospitality.
10. List out the components of service marketing mix.
11. Define professional services.
12. How customers respond to service failure?

SECTION B — (5 × 5 = 25 marks)

Answer any FIVE questions

13. What do you mean by marketing of services? What are the reasons for the growth in the service market?
14. Explain the differences between services and goods.
15. Explain the importance of market segmentation in service marketing.
16. What is internal marketing of services? Explain in detail.
17. Discuss the differences between perception of service quality and customer satisfaction.
18. Explain the different types of hotels.
19. Bring out the effective marketing strategies for educational services.
22. Discuss about capacity planning to match supply and demand.
23. Describe the various issues considered by the management while improving a quality of service.
24. Define health services. State and explain its different types.

SECTION C — (3 × 10 = 30 marks)

Answer any THREE questions

20. Describe the important characteristics of services.
21. What are the 7P's of service marketing mix? Explain in detail.