



**K22P 3350**

Reg. No. : .....

Name : .....

**IV Semester M.Com. Degree (C.B.S.S. – Reg./Supple./Imp.)  
Examination, April 2022  
(2018 Admission Onwards)  
Elective-B. Marketing  
COM4E07 : SERVICES MARKETING**

Time : 3 Hours

Max. Marks: 60

**SECTION – A**

Answer **any four** questions in this Section. **Each** question carries **1** mark for part (a), **3** marks for part (b), and **5** marks for part (c). **(4×9=36)**

1. a) What do you understand by promotion mix in services ?  
b) Discuss the growth of service sector in economy with relevance to innovation.  
c) What are the characteristics of services ? How services are classified in service sector ?
2. a) What is E- banking ?  
b) Discuss the difference between marketing and selling in banking services.  
c) Explain the importance and practice of ethics in banking sector.
3. a) Discuss the scope of consultancy services in modern India.  
b) Explain the market segmentation in consultancy services.  
c) Explain service marketing triangle in consultancy services with diagram.
4. a) What is tourism marketing ?  
b) Explain the importance of physical evidence in hotel industry.  
c) Explain objectives and strategies of pricing with relevance to hotel industry.

**P.T.O.**



5. a) Explain the concept of hospital marketing.  
b) Explain SERVQUAL model with reference to hospital sector.  
c) Explain the types of users in Healthcare services.
6. a) Discuss how insurance sector have changed since a decade.  
b) Discuss segmentation, targeting and positioning in insurance sector.  
c) Explain the constituents of promotion of insurance sector.

SECTION – B

Answer **any two** in the following Section. **Each** question carries **12** marks. **(2×12=24)**

7. a) What do you understand by Market Information system ? Explain how Market Information system can be useful in Insurance and banking sectors. Explain the role and importance of e-banking and e-insurance.

OR

- b) Discuss the elements of promotion mix with relation to tourism and hotel industry. What is importance of pricing mix in these sectors ? Discuss the strategic decision in these context.
8. a) Explain the elements of transnational strategies with reference to hotel services, consulting services and hospital services.

OR

- b) Explain the various unethical issues with reference to service marketing of consultancy, hotel and tourism industry.
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K21P 0271

Reg. No. : .....

Name : .....

**IV Semester M.Com. Degree (C.B.S.S. – Reg./Suppl. (Including Mercy  
Chance)/Imp.) Examination, April 2021  
(2014 Admission Onwards)  
Elective-B : MARKETING  
COM4E07 : Service Marketing**

Time : 3 Hours

Max. Marks : 60

**SECTION – A**

Answer **any four** questions in this Section. **Each** question carries **1** mark for question **a)**, **3** marks for question **b)** and **5** marks for question **c)**.

1. a) What do you mean by positioning ?  
b) Explain the concept of bank marketing.  
c) How do services differ from products ?
2. a) What is bank marketing ?  
b) Why bank marketing is required in bank ?  
c) Explain the marketing mix in banking sector.
3. a) What do you mean by Insurance Marketing ?  
b) What is the impact of technology on insurance sector ?  
c) What are the products of insurance ?
4. a) What is tourism product ?  
b) Why marketing is important in tourism marketing ?  
c) Explain tourism marketing.
5. a) What is consultancy marketing ?  
b) Explain the promotion mix of consultancy marketing.  
c) How to market consulting services ?

P.T.O.



- 6. a) What is hospital marketing ?  
b) How hospital marketing is helpful for hospital ?  
c) Briefly explain the challenges to hospital marketing in India.
  - 7. a) What do you mean by Services ?  
b) Write a note on Service marketing.  
c) Explain the importance of promotion.
  - 8. a) What is promotion ?  
b) What do you mean by Service Product ?  
c) How brand positioning can benefit a firm ?
- (4×9=36)**

**SECTION – B**

Answer the following questions. **Each** question carries **12** marks.

- 9. a) Distinguish and elaborate the difference between Product and Service Marketing.  

OR
- b) Explain the features and functions of hospital.  

OR
- c) How important is it understanding consumer behaviour in the marketing of services ?
- 10. a) Explain service marketing mix .  

OR
- b) Explain market segmentation.  

OR
- c) Briefly explain the nature and types of services marketing. **(2×12=24)**



**K20P 0150**

Reg. No. : .....

Name : .....

**IV Semester M.Com. Degree (CBSS-Reg./Suppl./Imp.) Examination, April 2020  
(2014 Admission Onwards)**

**Elective – B : Marketing**

**COM4E07 : SERVICE MARKETING**

Time : 3 Hours

Max. Marks : 60

**SECTION – A**

Answer **any four** questions in this Section. **Each** question carries **1** mark for Part (a), **3** marks for Part (b) and **5** marks for Part (c).

1. a) Discuss the nature of service marketing.  
b) Distinguish between service and goods marketing.  
c) Explain service marketing triangle with the help of a diagram.
2. a) Explain the concept of bank marketing in Indian environment.  
b) What are the trends in banking sector in terms of innovation ?  
c) Explain promotion mix for banking sector.
3. a) What is Tourism and Hotel marketing ?  
b) Explain tourism sector communication strategies.  
c) Explain STP concept in tourism marketing with suitable example.
4. a) What is insurance marketing ?  
b) Discuss the importance of E-insurance.  
c) Explain the product mix in insurance sector.
5. a) Explain the importance of Consultancy Marketing.  
b) Explain the types of users for consultancy marketing.  
c) Explain the impact of technology in consultancy.

P.T.O.

K20P 0150



6. a) Explain the price mix of hospital management.  
b) Explain the market information system used in hospital service sector.  
c) Explain physical evidence and people elements with reference to Health care industry. (4x9=36)

SECTION - B

Answer any two questions in the following Section. Each question carries 12 marks.

7. a) What is promotion mix ? Why there was need for extended promotion mix ? Explain extended 'P's with reference to Tourism sector with suitable example.

OR

- b) What is SERVQUAL model ? Explain it in detail. Also explain SERVQUAL model with reference to insurance sector.
8. a) Explain GAP model of service quality. State in brief way to overcome each GAP. Discuss GAP model in reference to Hotel industry and insurance.

OR

- b) Describe the market segmentation for consultancy organizations based on region wise, sector wise and on geographical consideration. Explain the difference in behavioural profile of users as per the market segmentation.

(2x12=24)