Reg. No. \_\_\_\_\_\_\_\_\_\_\_\_\_



**End Semester Examination – Nov / Dec – 2019**

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| **Code :** | **17BB2022** | **Duration :** | **3hrs** |
| **Sub. Name :** | **SERVICES MARKETING** | **Max. Marks :** | **100** |

**ANSWER ALL QUESTIONS (5 x 20 = 100 Marks)**

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| **Q. No.** | **Sub Div.** | **Questions** | **Course**  **Outcome** | **Marks** |
| 1. | a. | Narrate the objectives, importance and growth of the service sector. | CO1 | 10 |
| b. | Explain the differences between internal and external orientation services. | CO2 | 10 |
| **(OR)** | | | | |
| 2. | a. | Define Service quality gaps. What are the techniques do you use to resolve this gap? - Comment. | CO4 | 10 |
| b. | State the differences between promise and delivery gap. | CO2 | 10 |
|  |  |  |  |  |
| 3. |  | Explain the classification of services. | CO1 | 20 |
| **(OR)** | | | | |
| 4. | a. | Define marketing mix? Explain the 7p’s of marketing mix. | CO1 | 10 |
| b. | Explain service life cycle. | CO1 | 10 |
|  |  |  |  |  |
| 5. | a. | Discuss the strategies you would use to develop the service quality -  Give your comments. | CO3 | 10 |
| b. | Explain different types of services in services marketing. | CO2 | 10 |
| **(OR)** | | | | |
| 6. |  | Tourism plays an important role in nations economy. What strategies would you suggest for the growth of tourism service marketing? | CO4 | 20 |
|  |  |  |  |  |
| 7. | a. | Discuss service Characteristics. Explain the challenges of the service characteristics in service marketing. | CO3 | 10 |
| b. | Explain about customer relation in service marketing. | CO2 | 10 |
| **(OR)** | | | | |
| 8. |  | Explain Internal marketing. Develop a step-by-step procedure for institution internal marketing for the health department of your state. | CO2 | 20 |
|  | | **Compulsory**: |  |  |
| 9. | a. | Explain the major issues and challenges of service marketing in India. | CO2 | 10 |
| b. | Discuss how the service strategies vary sector wise. Why there is variation? | CO3 | 10 |