

M.Phil/Pre Ph.D Regular & Supplementary Examinations – OCTOBER, 2023
R210303D

Paper –III: SERVICES MARKETING.
Commerce & Management

Time : 3 hrs

Maximum Marks : 100

Answer One Question from Each Unit
All Questions Carry Equal Marks

UNIT - I

1. (a) Define 'Services'. Outline the various characteristics of Services. 10 M
(b) Explain the significance of Services Marketing in Indian Economy. 10 M
(or)
2. (a) What are the Recent trends taken place in Services Marketing? 10 M
(b) What are the Myths about Services Marketing? 10 M

UNIT - II

3. (a) Examine the factors influencing customer expectation of Services. 10 M
(b) Explain in detail about the Customer expectation of Services. 10 M
(or)
4. (a) What process is involved in Positioning services in Competitive Markets? 10 M
(b) Outline the strategies which are required for influencing Customer Perception. 10 M

UNIT - III

5. (a) Explain in detail about Service Life Cycle. 10 M
(b) Outline the Pricing Strategies for Services. 10 M
(or)
6. (a) Critically examine the Role of Employees in Services. 10 M
(b) What are the issues involved in Managing Service Processes? 10 M

UNIT - IV

7. (a) What are the determinants of Customer Satisfaction in Services? 10 M
(b) How do you measure customer satisfaction in Services? Explain. 10 M
(or)
8. (a) Explain in detail about GAP Model. 10 M
(b) What are the issues involved in SERVQUAL? 10 M

UNIT - V

9. (a) Examine the need for building Customer Relationships. 10 M
(b) Suggest measures to improve services marketing effectiveness. 10 M
(or)
10. (a) Identify the reasons for service failure. 10 M
(b) What is the process involved in Service Audit? 10 M
