



I Semester B.Com. (LSCM) Examination, February/March 2024
(NEP Scheme) (Freshers and Repeaters)
COMMERCE
Paper – 1.2 : Marketing of Services

Time : 2½ Hours

Max. Marks : 60

Instruction : Answers should be written only in *English*.

SECTION – A

1. Answer **any 5** of the following questions. **Each** question carries 2 marks. (5×2=10)
- Define services marketing.
 - Mention the components of services marketing.
 - What do you mean by consumer behaviour in the service industry ?
 - What is service quality ?
 - Write the meaning of service failure.
 - What is positioning of services ?
 - What is pricing ?

SECTION – B

Answer **any 3** of the following questions. **Each** question carries 4 marks. (3×4=12)

- Distinguish between goods and services.
- State any 4 components of customer expectations. Explain.
- Explain any 4 features of customer driven service marketing.
- What are the benefits of customer retention management ?
- What are the different levels of customer relationship marketing ?

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SECTION – C

Answer **any 3** of the following questions. **Each** question carries **10** marks. (3×10=30)

7. Explain the features and role of services marketing.
8. Explain the 7 P's of services marketing mix with examples.
9. What is service recovery ? Briefly explain the process of service recovery.
10. What is market segmentation ? Explain the basis of market segmentation.
11. What do you mean by target marketing ? Explain the target market selection process.

SECTION – D

Answer **any one** of the following questions. **Each** question carries **8** marks. (1×8=8)

12. Explain the elements of customer perception.
 13. Explain the principles of positioning services.
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