

TILAK MAHARASHTRA VIDYAPEETH, PUNE
MASTER OF COMMERCE (M.COM)
EXAMINATION: MAY- 2024
SECOND SEMESTER
Sub: Services Marketing (MCM-212)

Date: 15/05/2024

Total marks: 60

Time: 10.00am to 12.30pm

Instruction: 1) All questions are compulsory.

2) Figures to the right indicate full marks.

Q.1 Answer the following questions. (Attempt any two) (32)

1. Elaborate the various gaps determined in Gap Model of Services.
2. Elaborate the 7 P's of Services Marketing Mix.
3. Define the term Service Guarantee. What are its benefits to Service Marketers Employees and the consumers? Give a few examples of service guarantees.
4. Explain Service Life Cycle.

Q.2 Answer the following questions. (Attempt any two) (16)

1. Explain in brief the role of internet in improving the quality of services with the help of suitable examples.
2. Explain in brief the concept of service blueprinting and its benefits to service marketers.
3. Explain the different types of customer encounters in services marketing.
4. Explain in brief the concept of Services Marketing Triangle with the help of diagram.

Q.3 Write short notes. (Attempt any three) (12)

1. Service recovery Strategies
 2. Service Encounter
 3. Customer satisfaction
 4. Online Consumers
 5. Role of Internet in Services Marketing
 6. 'Employees' the key player in Services Marketing
-

