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

Date: 15/05/2024

Total marks: 100

Time: 10.00am to 01.00pm

Instruction: 1) All questions are compulsory. 2) Figures to the right indicate full marks.

Q. 1 Answer the following questions. (Attempt any two) (30)

1. What do you mean by Service Profit Chain? Elaborate.
2. Elaborate the 7 P's of Services Marketing Mix.
3. Explain Service Life Cycle
4. Define the term Service Guarantee. What are its benefits to Service Marketers, Employees and the consumers? Give a few examples of service guarantees.

Q. 2 Answer the following questions. (Attempt any three) (30)

1. Explain importance of physical evidence in understanding services
2. Elaborate the Vital importance of IT/Internet in Services Marketing.
3. Explain in brief the critical role of self-service technology in services marketing in context with its benefits to consumers and marketers.
4. Explain in brief the concept of Services Marketing Triangle with the help of diagram
5. State & Explain any four types of Pricing Methods used in Services Marketing.

Q. 3 Write short notes. (Attempt any five) (40)

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