

**TILAK MAHARASHTRA VIDYAPEETH, PUNE**  
**MASTER OF COMMERCE (M.COM)**  
**EXAMINATION: MAY - 2024**  
**THIRD SEMESTER**

**Sub: Sales Promotion and Administration (MCM-312)**

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**Date: 24/05/2024**

**Total marks: 100**

**Time: 2.00 pm to 5.00 pm**

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**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. Describe the Search, Experience and Credence attributes of Services Marketing with suitable examples.
2. Elaborate the 'Inconsistency and Perishability' characteristics of services with the help of suitable examples.
3. Explain in brief the PZB GAP Model of services. Why this model is important for Services Marketers?
4. Elaborate the growing importance of service sector in Indian economy with the help of suitable examples of different service Industries.

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

1. Explain in brief the Line Sales Organizational Structure along with its merits and demerits.
2. Discuss the vital importance of Internet as a Promotional Tool.
3. Explain any two types of sales force reports.
4. Importance of 'Services Marketing Triangle' for services marketers.
5. Explain in brief the concept of 'Service Profit Chain.'

**Q. 3 Write short notes. (Attempt any four) (40)**

1. Objectives of 'Service Profit Chain'
2. 'Service Blueprinting' and its benefits
3. Importance of Event Management Services
4. Benefits of Self Service Technology
5. Reasons for growth of service sector
6. Industrial Services
7. Benefits of effective Sales Display