C. ABDUL HAKEEM COLLEGE (AUTONOMOUS), MELVISHARAM - 632 509. SEMESTER EXAMINATIONS, NOVEMBER - 2018

M.COM., COMMERCE SERVICES MARKETING (ELECTIVE)

Time: Three Hours Maximum: 75 Marks

SECTION - A (5 X 6 = 30 Marks)

Answer ALL Questions.

1. a) What are the classifications of services?

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- b) State the essential elements of marketing mix of service sector.
- 2. a) Explain the role of communication in service marketing.

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- b) Write the marketing strategies of professional services.
- 3. a) What are the problems of service quality management?

(Or

- b) Write a detailed note on customer expectations.
- 4. a) What are financial services? Explain its types.

Qr.

- b) Write a note on marketing for non-profit firms.
- 5. a) Bring out the importance of relationship marketing.

Or)

b) What do you understand by customer satisfaction?

SECTION - B $(3 \times 15 = 45 \text{ Marks})$

Answer ANY THREE Questions

- 6. Briefly explain the characteristics of services.
- 7. Discuss the marketing strategies of tourism industry.
- 8. Elaborately discuss the various approaches to pricing services.
- 9. What is mutual fund? Explain its functions.
- Explain how to identify and satisfy the customer needs.

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