

CODE: **197224**
NOVEMBER 2020

TIME: 2 Hrs
MAX. MARKS: 50

PART A

*Answer any **TEN** questions.*

(10 x 2=20)

1. Define services.
2. State any two characteristics of services.
3. What are pure services?
4. What is service market segmentation?
5. What is positioning?
6. What is meant by service delivery process?
7. Write a note on Service mapping.
8. What is advertising?
9. What is personal selling?
10. What is customer satisfaction?
11. What is service recovery?
12. What is meant by e-services?

PART B

*Answer any **TWO** questions.*

(2 x 5=10)

13. State the characteristics of services.
14. What are the components of service?
15. What are the limitations of service market segmentation?
16. What are the issues in the marketing of services?
17. What are the challenges in the distribution of services?
18. Write about service failure and recovery.
19. Write about self-service technologies.
20. Write a short note the online consumer behaviour.

PART C

*Answer any **TWO** questions.*

(2 x 10=20)

21. Explain the importance of services marketing.
22. Explain the 7 Ps of Services Marketing.
23. Explain the distribution strategies for services.
24. Explain the SERVQUAL and GAP models.
25. Discuss the uses, problems and prospects of E-services.