



2025

**COMMERCE**

Course No. : COM335E

( Service Marketing )

*Full Marks : 60**Time : 3 hours**The questions are of equal value**The figures in the margin indicate full marks for the questions**Answer all questions*

1. a) What is services marketing? Explain their types in detail. 4+8

*Or*

- b) Explain the nature of services marketing? And write the differences between services and goods marketing. 6+6

2. a) How important is it to understand consumer behavior in the marketing of services? 12

*Or*

- b) Why is it important to measure and monitor customer satisfaction and service quality during pre and post purchase? 6+6

*( Turn Over )*

3. a) Discuss the major issues and challenges of service marketing in India. 12

*Or*

- b) Compare and contrast the marketing strategies for goods and services. How do the unique characteristics of services influence the marketing mix (4Ps)? 6+6
4. a) Tourism plays an important role in nations economy. What strategies you suggest for the growth of tourism service marketing? 6+6
- Or*
- b) Develop a new service concept with segmentation, targeting and positioning process elements. 4+4+4

5. a) Owing to the peculiar characteristics of the services, explain the marketing strategies adopted by service firms. 12

*Or*

- b) "The need and variety of services would depend on economic and social factors". Illustrate this view point with examples. 12

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