

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



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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