|  |  |  |  |  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- |
| Reg.No : |  |  |  |  |  |  |  |  |  |  |  |

**D. K. M. COLLEGE FOR WOMEN (AUTONOMOUS), VELLORE-1**

**SEMESTER EXAMINATIONS**

**NOVEMBER – 2017 15CPCO3E**

**ELECTIVE : SERVICES MARKETING**

**Time : 3 Hours Max. Marks : 75**

**Section – A (5 x 6 = 30)**

**Answer ALL the questions.**

1. (a) Explain the significance of Services Marketing in an Indian Perspective.

(Or)

(b) Define Services Marketing Mix and explain its characteristics.

2. (a) Briefly explain the steps in advertising process for promoting services.

(Or)

(b) Elaborate the advantages of electronic channels for the distribution of services.

3. (a) Briefly explain the factors affecting pricing decisions.

(Or)

(b) List out the various dimensions of quality of service.

4. (a) List out the different components of marketing mix for marketing of insurance services.

(Or)

(b) Elaborate the concept of marketing mix for hospitals.

5. (a) Enlighten the goals of relationship marketing.

(Or)

(b) Explain the various methods for measuring customer satisfaction.

**Section – B ( 3 x 15 = 45 )**

**Answer any THREE of the following questions.**

6. What are the different methods of classification of Services? Elucidate.

7. How to develop an effective communication? Elaborate the steps involved in it.

8. Explain the various methods of pricing adopted for service products.

9. What is marketing of financial services? Describe the features of marketing of financial services.

10. Write a detailed note on ‘CRM’.

**\*\*\*\*\*\***