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

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

**SEMESTER EXAMINATIONS**

**NOVEMBER – 2016 15CPCO3E**

***ELECTIVE : SERVICES MARKETING***

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

**SECTION – A (5 X 6 =30)**

**Answer ALL the questions.**

1. a) Define Services Marketing? Explain the significance of Services Marketing.

(Or)

b) Write a short note on Service Marketing Mix.

1. a) Describe the major steps in developing an effective communication.

(Or)

b) List out the benefits of electronic channels for the distribution of services.

1. a) Explain the different stages in the development of new service.

(Or)

b) Explain the various dimensions of quality of service.

1. a) Explain the characteristics of financial services.

(Or)

b) Explain the marketing mix for hospitals.

1. a) Define CRM.Explain the objectives of CRM.

(Or)

b) Explain the dimensions of quality of service.

**SECTION – B (3 X 15 =45)**

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

1. Explain the different methods of classification of Services.
2. Briefly explain the steps in advertising process for promoting services.
3. What are the various methods of pricing used for service products? Explain.
4. Explain the different components of marketing mix for marketing of insurance services.
5. Why CRM is important for marketing of services?

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