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**D.K.M.COLLEGE FOR WOMEN (AUTONOMOUS), VELLORE-1**  
**SEMESTER EXAMINATIONS**  
**NOVEMBER - 2018** **15SBA3A**  
**SKILL BASED SUBJECT-I: SERVICES MARKETING**

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**Time : 2 Hrs**

**Max.Marks : 50**

**SECTION-A (10 x 2 =20)**

Answer ALL the questions.

1. What is the meaning of service?
2. Define service marketing.
3. What are the elements of marketing mix?
4. What are the elements of customer service?
5. Define promotion.
6. What is PLC?
7. Define direct marketing?
8. What is product range?
9. What is service personnel quality?
10. What do you understand by the term transformation of customer?

**SECTION-B (3 x 10 =30)**

Answer any THREE of the following questions.

11. Discuss the evolution of services marketing.
12. Explain the characteristics of services.
13. Discuss the various phases of new service development.
14. Explain the various sales promotion tools.
15. Discuss about an audit personnel.

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