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Name.....

Reg. No.....

**FOURTH SEMESTER M.Com. DEGREE (REGULAR/SUPPLEMENTARY)
EXAMINATION, APRIL 2025**

(CBCSS)

M.Com.

MCM 4E (M) 04—SERVICE MARKETING

(2019 Admission onwards)

Time : Three Hours

Maximum : 30 Weightage

*Answer should be written in English only.***Part A***Answer any **four** questions.**Each question carries 2 weightage.*

1. Define Service
2. What is meant by PESTEL framework ?
3. What is service blueprinting ?
4. What do you mean by marketing mix ?
5. Write a note on tourism marketing ?
6. What do you mean by financial marketing ?
7. What do you mean by green marketing ?

(4 × 2 = 8 weightage)

Part B*Answer any **four** questions.**Each question carries 3 weightage.*

8. What are the characteristics of education as a service ?
9. Distinguish between goods and services.
10. Highlight the need and importance of financial marketing.
11. Explain the 7 P's in tourism marketing.

Turn over

12. What do you mean by Hotel ? What are its classifications ?
13. Write a note on the marketing mix of hospitality industry.
14. What are the pros and cons of tourism ?

(4 × 3 = 12 weightage)

Part C

*Answer any **two** questions.*

Each question carries 5 weightage.

15. Discuss different types of services.
16. Define services marketing. Explain the reasons for emergence of service marketing in India.
17. Discuss the growth of service sector in India.
18. Explain the factors affecting pricing policy of services.

(2 × 5 = 10 weightage)