



Avinashilingam Institute for Home Science and Higher Education for Women

Deemed to be University Estd. u/s 3 of UGC Act 1956, Category A by MHRD (now MoE)

Re-accredited with A++ Grade by NAAC. CGPA 3.65/4, Category I by UGC

Coimbatore - 641 043, Tamil Nadu, India

Master's Degree Examination - May 2025

IV Semester

Class : II PG

Time: 3 Hours

Major : Commerce

Max. Marks: 100

23MCOC24B Elective II P.IV Marketing - Service Marketing

Course Outcomes:

CO1: Understanding the contributions of service sectors towards the economic Development.

CO2: Acquisition of knowledge on marketing planning, targeting and positioning of services.

CO3: Understand the pricing strategies in marketing of services.

CO4: Ability to measure service quality.

CO5: Understand the marketing mix of various services.

Part A

10 x 1 = 10

Choose the Correct Answer

1. It is NOT a characteristic of services. CO1K1
a. Inseparability b. Perishability c. Standardization d. Variability
2. The biggest challenge for service providers in the global market is: CO1K1
a. Managing cultural differences b. Expanding physical infrastructure
c. Selling tangible products d. Increasing production capacity
3. Which is NOT a common basis for segmenting service markets? CO2K1
a. Demographic segmentation b. Geographic segmentation
c. Technological segmentation d. Psychographic segmentation
4. This is NOT a component of a marketing information system. CO2K1
a. Internal records system b. Marketing intelligence system
c. Marketing decision-making system d. Employee payroll system
5. It is NOT a component of the communication mix. CO3K1
a. Advertising b. Personal selling c. Employee training d. Public relations
6. It is an example of an intermediary in service distribution. CO3K1
a. Travel agents b. Airline manufacturers c. Service consumers d. Factory workers
7. Which is NOT a factor contributing to service quality gaps? CO4K1
a. Customer expectations b. Employee training
c. Employee training d. Profit margin
8. How many gaps are identified in the Gap Model? CO4K1
a. 2 b. 3 c. 5 d. 6
9. Which market is also called as the security market? CO5K1
a. Capital Market b. Money Market
c. Organised Market d. Un organised Market
10. This is NOT considered a professional service. CO5K1
a. Legal consulting b. Financial auditing c. Organised Market d. Un organised Market

Part B
Answer ALL questions
Each answer should not exceed 400 words or two pages

5 x 6 = 30

11. a. Explain the role of customer relationships in service marketing. CO1K2
(or)
11. b. Explain the 7Ps of service marketing in detail. CO1K3
12. a. Explain the process of targeting in service marketing. CO2K3
(or)
12. b. Discuss the limitations of market segmentation in the service industry. CO2K2
13. a. Discuss the relationship between pricing and customer perception in service marketing. CO3K2
(or)
13. b. Explain the role of competition-based pricing in service businesses. CO3K3
14. a. Discuss the differences between core services and supplementary services. CO4K2
(or)
14. b. Explain the Gap Model of service quality. CO4K3
15. a. Explain the role of patient satisfaction in the marketing of healthcare services. CO5K3
(or)
15. b. Discuss the challenges faced in marketing services compared to physical goods. CO5K2

Part C
Answer ALL questions
Each answer should not exceed 800 words or four pages

5 x 12 = 60

- 16.a. Compare and contrast consumer services and industrial services with suitable examples. CO1K3
(or)
- 16.b. Discuss in detail the major differences between services and goods. CO1K3
- 17.a. Discuss the different types of market research used in service marketing. CO2K3
(or)
- 17.b. Discuss the key steps involved in service marketing planning. CO2K3
- 18.a. Compare and contrast penetration pricing and skimming pricing in the context of service marketing. CO3K3
(or)
- 18.b. Compare and contrast direct and indirect service distribution channels. CO3K3
- 19.a. Compare and contrast internal and external benchmarking in service quality management. CO4K3
(or)
- 19.b. Explain the SERVQUAL model and its five dimensions of service quality. CO4K3
- 20.a. Discuss the role of marketing in the financial services sector, focusing on banks, insurance, and consultancy services. CO5K3
(or)
- 20.b. Discuss the factors influencing students' choice of an educational institution. CO5K3
