

**Avinashilingam Institute for Home Science and Higher Education for Women
(Deemed to be University) Coimbatore-641043.**

**Master's Degree Examination – November 2018
III Semester**

**Class : II PG
Major: Commerce**

**Time : 3 Hours
Max Marks: 60**

**17MCOC20B Elective-II Paper II
B Marketing - Services Marketing**

Part-A

Choose the correct answer

(10x1/2=5 Marks)

- 1) Marketing is the activity, set of ----- and process of creating, communicating, delivering and offerings that have value of customers, clients partners & society.
a) Institutions
b) Organizations
c) Exchanging
d) Understanding
- 2) ----- is the father of modern marketing.
a) Peter Drucker
b) Philip Kotler
c) Lester Wunderman
d) Abraham Maslow
- 3) Marketing is a process which aims at -----.
a) Production
b) Profit making
c) Satisfaction of customer needs
d) Selling products where posted
- 4) Marketers often use the term ----- to cover various groupings of customers.
a) Buying Power
b) Demographic segment
c) Market
d) People
- 5) "Get out production, Cut the price"-philosophy by Henry Ford is an example of -----.
a) Marketing concept
b) Selling concept
c) Product concept
d) Production concept
- 6) The value and quality of customer satisfaction is -----.
a) Services process
b) Service Delivery
c) Service quality
d) Service Design
- 7) ----- is the combination of quality, service and price.
a) Marketing Triad
b) Customer value Triad
c) Customers satisfaction Triad
d) Service Quality Triad
- 8) Today marketing must be understood in a new sense that can be characterized as -----.
a) Satisfying customer needs
b) Get there first with the most
c) Management of youth demand
d) Telling and selling
- 9) The concept of marketing mix was developed by -----.
a) N.H. Borden
b) Philip kotler
c) Stanton
d) W. Anderson
- 10) ----- is the act of obtaining a desired object from someone by offering something in return.
a) Marketing
b) Exchange
c) Selling
d) Delivery

Part – B

(5x4=20 Marks)

Answer All the Questions

Each answer should not exceed 200 words or one page

- 11)a) Explain the classifications of services.
(Or)
11)b) Explain the significance of service marketing.
- 12)a) What do you understand about marketing research?
(Or)
12)b) Discuss the market segmenting.
- 13)a) Explain the objectives of pricing.
(Or)
13)b) State the role of intermediaries.
- 14)a) Define quality standards.
(Or)
14)b) Write a note on product life cycle services.
- 15)a) Who is the main users of marketing mix services.
(Or)
15)b) Define the tourism services.

Part – C

(5x7=35 Marks)

Answer All the Questions

Each answer should not exceed 600 words or three pages

- 16)a) Distinguish between services and goods.
(Or)
16)b) Briefly explain about concepts of marketing mix.
- 17)a) Explain the market opportunity analysis.
(Or)
17)b) Discuss in briefly targeting and positioning of services.
- 18)a) Enumerate the methods of pricing.
(Or)
18)b) Explain the concepts of designing communication mix for services.
- 19)a) Elaborate the importance of total quality management.
(Or)
19)b) Discuss about new service development.
- 20)a) Briefly discuss the objectives of insurance and consultancy services.
(Or)
20)b) Explain in main role of courier and automobile services.