



**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. Recognised by UGC Under Section 12B  
Coimbatore - 641 043, Tamil Nadu, India

**Continuous Internal Assessment Test- I, February 2025**  
**Semester - IV**

**Class : II PG**  
**Major : M.Com**

**Time: 2 hours**  
**Max.Marks:60**

**23MCOC24B - Elective – II Paper 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**

**(6X1=6)**

**Circle the Correct Answer**

1. Which of the following is a people-based professional service? CO1K4  
a. Accountant      b. Product dispensers      c. Baby sitter      d. X-ray machines
2. The advantage of integrating technology is CO1K4  
a. Improved Service delivery      b. Over-reliance      c. Security risk      d. Huge initial investment
3. The stages of marketing planning of services are CO2K4  
a. Product, Price, Place, and Promotion      b. Analyse, Planning, Implementation and Control  
c. Mission, Vision and Goals      d. The Rule of 7
4. Identifying the most attractive customer segments is referred to as CO2K4  
a. Targeting      b. Planning      c. Full line marketing      d. Attaining
5. The Pricing strategies consider the CO3K4  
a. Consumer purchasing power      b. Wholesaler  
c. Retailer margin      d. market, costs, and perceived value
6. The pricing helps to establish a service position in the market relative to competitors is CO3K4  
a. Competitive positioning      b. Market penetration  
c. Cost recovery      d. Profit maximization

**Part – B**  
**Answer all the questions**  
**Answer should not exceed 400 words or two pages**

**3 x 6 = 18**

7. a. Define Service marketing. Explain the elements of service. CO1K3  
(or)
7. b. Differentiate services from goods CO1K4
8. a. Discuss the significance of market research in service marketing CO2K4  
(or)
8. b. Bring out the importance of marketing information system. CO2K4
9. a. State the conditions for applying penetration and skimming pricing strategies in service marketing. CO3K4  
(or)
9. b. List the problems in the pricing of services. CO3K4

**Part - C**  
**Answer all the questions**  
**Answer should not exceed 800 words or four pages**

**3 x 12 = 36**

10. a. Explain the significance of the Service Marketing mix . CO1K3  
(or)
10. b. Elaborate the contribution of the service sector to the Indian economy. CO2K2
11. a. Discuss the stages in Service Marketing Planning . CO2K4  
(or)
11. b. Explain the process of Segmenting ,targeting and positioning of services. CO2K4
12. a . Explain the objectives of pricing of services . CO3K4  
(or)
12. b. Explain the methods of pricing of services. CO3K4