

**SHRIMATHI DEVKUNVAR NANALAL BHATT VAISHNAV COLLEGE FOR WOMEN
(AUTONOMOUS)**

**(Affiliated to the University of Madras and Re-accredited with 'A+' Grade by NAAC)
Chromepet, Chennai — 600 044.**

M.Com. - END SEMESTER EXAMINATIONS APRIL - 2022

SEMESTER - II

20PCOET2002 - Services Marketing

Total Duration : 3 Hrs.

Total Marks : 60

Section A

Answer any **SIX** questions ($6 \times 5 = 30$ Marks)

1. Briefly explain the different characteristics of Services.
2. Describe the essential elements of Marketing Mix in Services Marketing.
3. List out the problems in Service Quality Management.
4. Examine the Innovations in Services in the modern era.
5. Describe the growth of Financial Services in India.
6. List out the characteristics of Marketing of Financial Services.
7. What are the skills needed for Organising retailing.
8. Write short note on Globalisation of Services.

Section B

Part A

Answer any **TWO** questions ($2 \times 10 = 20$ Marks)

9. Discuss the various methods of Pricing of Services.
10. Explain the Marketing Segmentation for Insurance Services.
11. Discuss the present Scenarios of Retailing in India.
12. Explain the Five Stages of Globalisation.

Part B

Compulsory question ($1 \times 10 = 10$ Marks)

13. Explain in detail, the various classification of Services.
