

**MARKETING OF SERVICES – KDA2C
I M.COM – II SEMESTER**

UNIT – I

PART – A (2 MARKS)

1. What is meant by service?
2. What do you know about marketing of services?
3. Define services.
4. What is modern marketing system?
5. Name three important service organisations in India.
6. What are the recent trends in services distribution?
7. What is 'process' in service marketing?
8. What is the price mix?
9. What are the myths about services?
10. What are the types of marketing mix?
11. What are the uses of service marketing?
12. What is External marketing?
13. Define marketing.
14. Define services from a marketing view.
15. What are the intangible features of service?
16. What is service environment?
17. Name three fastest growing service in India.
18. Why internal marketing is important to service marketing?
19. Define recruitment.
20. State the basic determinants of recruitment.
21. What is business?
22. What are the objectives in marketing planning?
23. Define marketing and sales service.

PART – B (5 MARKS)

24. What are the characteristics of service?
25. Explain the scope of marketing of services in brief.
26. What are the importances of services marketing?
27. Describe the functions of services.
28. Briefly explain the classification of services.
29. Explain the importance of pricing of services.
30. What are the characteristics of service marketing?
31. What are the attribute of service?
32. What are the roles of physical evidence?
33. Explain the concept of marketing mix and describe various factors that determine it.
34. Distinguish between marketing and services.
35. Distinguish between marketing and marketing concept.
36. What are the scopes of financial marketing implications?
37. What are the marketing functions?
38. What are the components of the marketing planning?
39. Define marketing management and explain it functions.

40. What are the various kinds of segmentation?
41. Explain marketing planning.
42. What are the objectives of market segmentation?

PART – C (10 MARKS)

43. Discuss the classification of services.
44. Critically examine the characteristics of services and their marketing implications.
45. What is service marketing triangle?
46. Explain the nature, scope and significance of marketing of services.
47. What are the objectives of communication consultancy?
48. What are the marketing strategies for service firms?

UNIT – II

PART – A (2 MARKS)

1. Define marketing strategy.
2. What are the elements of marketing strategies?
3. Explain the marketing planning process.
4. What is meant by after sales service?
5. What are called as innovations in services?
6. What is meant by professional service?
7. What do you mean by tourism marketing?
8. Define advertisement.
9. What is meant by consultancy?
10. What do you know about advertising?

PART – B (5 MARKS)

11. Describe the role of information in the view of marketing of services.
12. Briefly explain the role of training in the view of marketing of services.
13. Define the role of recruitment in marketing of services.
14. Describe the role of communication in the view of marketing of services.
15. Explain the role of tourism in view of marketing of services.
16. Explain the challenges for service marketers.

PART – C (10 MARKS)

17. What do you mean by marketing mix? Focus on the different sub mixes of the marketing mix.
18. Broadly explain the marketing strategies for service firms with special reference to professional services.
19. What are the steps in developing a new service offering?
20. Discuss the marketing strategies for service firms with reference to training and tourism.
21. Examine the marketing strategies for service firms with special reference to consultancy.
22. Distinguish between marketing recruitment and training and tourism.

UNIT – III
PART – A (2 MARKS)

1. What is meant by product support service?
2. Define quality.
3. What do you know about pricing?
4. What is called as innovation?
5. What is meant by non – profit firm?
6. What is pricing services?

PART – B (5 MARKS)

10. Elucidate the importance of product support services.
11. What are the methods to achieve quality service?
12. Briefly explain the needs of product support services.
13. Enumerate the significance of product support services.
14. What are the dimensions in quality services?
15. What are the determinants in flexible price?

PART – C (10 MARKS)

16. Explain the problems of quality in the view of marketing of services.

UNIT – IV
PART – A (2 MARKS)

1. Expand FS.
2. Define mutual fund.
3. What are called as financial services?
4. What do you know about mutual fund?
5. What do you know about financial services?
6. Write short notes on)
 - a) Marketing organisation
 - b) Mutual fund
7. What is mean by term market structure?
8. What do you mean by insurance marketing?

PART – B (5 MARKS)

1. Enumerate the scope of financial services.
2. Elucidate the significance of financial services.
3. Briefly explain the nature of financial services.
4. Discuss the importance of marketing information systems.

PART – C (10 MARKS)

5. Examine the nature and types of financial services.
6. Explain the market segmentation for Insurance.
7. Clearly explain the significance of marketing of insurance.

8. Explain the types of financial services.
9. Discuss the factors that affect the customer in buying.
10. Explain the characteristics of marketing of financial services.
11. Explain the marketing mutual fund.

UNIT – V

PART – A (2 MARKS)

1. Define CRM.
2. What is meant by customer satisfaction?
3. What is the role of customer in the services?
4. What are the components of service package?
5. What are the problems in distribution of services?
6. What are the recent trends in service distribution?
7. Expand CRM.
8. What is relationship marketing?
9. What are the difficulties in pricing services?
10. What are the new methods of distribution services?
11. What are the different sales promotion tools?

PART – B (5 MARKS)

12. Briefly explain the significance of relationship marketing.
13. What are the problems due to inseparability?
14. What are the objectives of CRM?
15. Enumerate the need for relationship marketing.
16. Elucidate the importance of relationship marketing.
17. Discuss the problems connected with marketing of service at international level.
18. What are the different types of service encounter?

PART – C (10 MARKS)

1. Explain the need for CRM.
2. What are the promotional tools employed for service marketing?
3. What are the steps in customer satisfaction survey?
4. Clearly explain the significance of marketing for non-profit firms.
5. Discuss the need for CRM in marketing of services.
6. What are the service recovery strategies?
7. Explain the nature and scope of CRM.
8. What are the objectives of relationship marketing?