

6/H-76 (xv) (d) (Syllabus-2015)

2 0 1 8

(April)

COMMERCE

(Honours)

(**Service Marketing**)

(BC-606)

Marks : 75

Time : 3 hours

*The figures in the margin indicate full marks
for the questions*

1. (a) Critically discuss the role and importance of services in the economic growth of a developing economy like India. 5+5=10
- (b) Discuss the different components of marketing mix for services. 5

Or

Define target marketing. What are the purposes and bases for segmenting consumers in service market? 3+4+8=15

(2)

2. What is the gap model of service quality? Discuss the causes and the methods to measure gaps in the services. 5+10=15

Or

Explain why it is important for service organizations to match demand and capacity. List out the precautionary measures to reduce mismatch between the two. 7+8=15

3. What is Tourism Marketing? Discuss the importance of service marketing strategies to boost tourism in India. 5+10=15

Or

- (a) Write a brief note on the guest cycle. 7
(b) What role does the travel agency play in promoting tourism? 8

4. Discuss on branding, pricing and promotion strategies of each of the three insurance businesses in India; life, fire and motor. 5+5+5=15

Or

What do you understand by bank marketing? What is the impact of 'core banking' on 'place' in the marketing mix followed by the Indian banking sector? 5+10=15

(3)

5. Write short notes on any three of the following : 5×3=15

- (a) Elements of mutual funds marketing
(b) Role of media in the promotion of financial services
(c) Issues involved in branding of financial services
(d) Supply constraints of housing finance
(e) Types of mutual fund services
