

D 143091**(Pages : 2)****Name.....****Reg. No.....**

FOURTH SEMESTER M.Com. DEGREE (REGULAR/SUPPLEMENTARY)
EXAMINATION, APRIL 2026
(CBCSS)

Master of Commerce

MCM 4E (M) 04—SERVICE MARKETING

(2019 Admission onwards)

Time : Three Hours

Maximum : 30 Weightage

Answer should be written in English only.

Section A

*Answer any **four** questions.*

Each question carries 2 weightage.

1. What do you mean by Service marketing ?
2. What do you mean by Service Strategy ?
3. What do you mean by “Zone of Tolerance” ?
4. Briefly explain the term Product Positioning ?
5. Explain the term Product Mix ?
6. What do you mean by Molecular Model ?
7. What do you mean by Service Quality ?

(4 × 2 = 8 weightage)

Section B

*Answer any **four** questions from the following.*

Each question carries 3 weightage.

8. Why Customer Service matters ?
9. What is Market Segmenting ?
10. Discuss the problem of Customer Misbehaviour.
11. What is Target Marketing ?

Turn over

12. Briefly narrate the role of Sales Manager in Service Marketing.
13. Briefly explain the challenges of Service Marketing.
14. Discuss the role of Communication in the Service marketing.

(4 × 3 = 12 weightage)

Section C

*Answer any **two** questions.*

Each question carries 5 weightage.

15. What is the nature of Service Marketing ?
16. Explain in details the Service Quality Gap.
17. Briefly explain the reasons for growth of Service Sector.
18. “Customer Service is the new marketing; it is what differentiates one business from another”.
Narrate your view points with appropriate examples.

(2 × 5 = 10 weightage)