

ADIKAVI NANNAYA UNIVERSITY

At the end of Fifth Semester (CBCS Pattern) Degree Examinations

MARCH 2023

Commerce

SERIES-C – E-Commerce-17C — **SERVICE MARKETING**

(For B.Com. (General Only))

(UG Program (4 Years honours))

(w.e.f. Admitted Batch of 2020-21)

Time : 3 Hours

Max : 75 Marks

Section A (5 × 5 = 25 Marks)

(Short Answer Questions)

Answer any five of the following questions.

1. Why service marketing is needed?
2. How services costs are determined by customer?
3. Elements in Retaining.
4. What is waiting line?
5. Why now services REQUIRED?
6. Major types of services.
7. How to measure customer response to services?
8. How would you segment laptop/computers ?

Section B (5 × 10 = 50 Marks)

(Essay Questions)

Answer all questions.

9. (a) Define service. And state its nature and scope.

(Or)

- (b) Explain about marketing practices in Insurance business. Also state what is the role of service marketing in insurance.

10. (a) Enumerate various psychological and social factors influencing customer expectation on service.

(Or)

- (b) What is service delivery? Why the role of customer is significant in service delivery?

11. (a) What is Customer Relationship Management (CRM)? Explain its importance.

(Or)

- (b) Explain different types of segmentation normally followed in modern service marketing.

12. (a) What is service leadership? How it is significant in service marketing?

(Or)

- (b) What is capacity? How to match capacity and demand during market fluctuations?

13. (a) What is service quality? How to determine and measure service quality?

(Or)

- (b) Explain different strategies in the development of new service. Why new services fail?

ANDHRA UNIVERSITY

B.Com. (CBCS) Degree Examination

Fifth Semester

FEBRUARY 2023

Skill Enhancement Course

Series C : E-Commerce

Elective Course 17 C — **SERVICE MARKETING**

(Effective from the admitted batch of 2020 - 2021)

Time : 3 Hours

Max : 75 Marks

Section A (5 × 5 = 25 Marks)*Answer any five questions.*

1. Scope of Services.
2. Marketing of Banking Services.
3. Customer Responses in Services.
4. Role of Customer in Service Delivery.
5. Concept of Market Segmentation.
6. Service Quality Measurement.
7. Concept of Marketing.
8. Services Development.

Section B (5 × 10 = 50 Marks)*Answer the following.*

9. (a) Define 'Services'. Give a classification of Services.

(Or)

(b) What is the need for Marketing in Insurance Sector?

10. (a) Write briefly about expectations of customers on services.

(Or)

(b) How are conflicts handled in services? Explain.

11. (a) Outline the objectives of CRM.

(Or)

(b) Discuss the need and bases of segmentation of Services.

12. (a) What is Service Leadership? What are the issues involved in it?

(Or)

(b) Explain about Customer Defined Services Standards.

13. (a) Discuss the need and importance of New Services.

(Or)

(b) Suggest measures to improve Service Quality.