

**6/H-76 (xv) (d) (Syllabus-2019)**

**2 0 2 3**

( May/June )

COMMERCE

( Honours )

( **Service Marketing** )

( BC-606 )

( Under Revised Syllabus )

*Marks : 75*

*Time : 3 hours*

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

1. (a) Highlight the basic differences between goods and services. 3
- (b) Discuss the following types of service processes : 12
- (i) People processing
  - (ii) Possession processing
  - (iii) Mental-stimulus processing
  - (iv) Information processing

( 2 )

Or

- (a) State the differences between high-contact and low-contact services. 3
- (b) Explain the eight clusters/flower of supplementary services surrounded the core service. 12
2. (a) Why demand and capacity management is important for service firms? Explain with suitable examples. 7
- (b) Suggest different options/strategies in adjusting capacity to match demand. 8

Or

- (a) Why waiting lines occur? What do you understand by self-service technology? 4+4=8
- (b) State the merits and demerits of service technology. 7
3. (a) What is Tourism Marketing? Explain briefly the application of 4P's of Marketing in tourism marketing. 2+8=10
- (b) Write a note on Guest Cycle. 5

Or

- (a) Discuss the marketing strategies applicable to hotel industry. 10
- (b) Highlight the role of travel agencies in Indian market. 5

D23/1095

( Continued )

( 3 )

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

- (a) Term Insurance
- (b) Motor Insurance
- (c) Fire Insurance
- (d) Endowment Insurance
- (e) Mediclaim

Or

- (a) Write a note on Bank Marketing. 5
- (b) Discuss the marketing mix strategy of Banking Services in India. 10
5. (a) Highlight the different types of Mutual Fund Services in India. 5
- (b) Suggest the different strategies to promote and distribute Mutual Fund Services. 10

Or

- (a) Explain the potential and growth of financial services in India. 8
- (b) What could be the supply constraints in marketing financial services in India? 7

\*\*\*

D23—4000/1095

6/H-76 (xv) (d) (Syllabus-2019)