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( July )

COMMERCE

( Honours )

( Service Marketing )

( BC-606 )

Marks : 75

Time : 3 hours

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

1. (a) Elucidate the major role service sector contributes towards economic growth. 8
- (b) Briefly discuss the characteristic and classification of services. 7

Or

Define customer behaviour. Discuss in detail how the internal and external factors influence a customer to choose a service of his/her choice. 5+10=15

2. (a) What do you understand by 'place' in service? Is direct marketing the only distribution channel available for service industry? Substantiate your response with suitable example. 3+7=10
- (b) State the reasons why enhanced quality is essential for service firms' survival. 5

Or

- (a) As a manager of a service firm, what strategies will you adopt for matching capacity so as to manage high demand? 7
- (b) Discuss the different modes of managing queuing in a service firm with suitable examples. 8
3. (a) What is tourism marketing? Explain the role of market mix to signify the growth of tourism industry. 3+5=8
- (b) Highlight the impact of digital and social media services on hotel industry. 7

Or

- (a) How has market segmentation in hotel industry helped in designing and pricing hotel services? 8
- (b) What role does a travel agency play in promoting tourism and allied services? 7

( 3 )

4. (a) Define the term 'insurance'. Mention the fast growing types of insurance services. 3+5=8

- (b) What are the factors that influence pricing of life insurance products? 7

*Or*

- (a) Discuss the different types of banking services offered by banks to customers. Does cashless service help in improving bank customer services in terms of outreach and coverage? 7+3=10

- (b) Elaborate on the major promotional tools used by banking industry in India. 5

5. (a) State the issues and supply constraint of housing finance in India. 8

- (b) Does private sector initiatives essential for the growth of financial services in India? 7

*Or*

What are the various elements on marketing of mutual fund? Explain the role of media in the promotion of mutual fund. 7+8=15

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