

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

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(May/June)

COMMERCE

(Honours)

(Service Marketing)

(BC-606)

Marks : 75

Time : 3 hours

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

1. (a) What do you mean by the concept
'consumer involvement' in service
processes? 6
 - (b) Discuss the importance of building
customer loyalty in a service firm. 9
- Or**
- (a) What are the elements in marketing mix
of a service? 5
 - (b) Discuss the market segmentation
strategies usually adopted in service
sector. 10

2. Explain why it is important for service organizations to match demand and capacity. What are the implications of a mismatch between the two? 10+5=15

Or

- (a) Suggest some ways of creating service delivery systems towards attaining a competitive advantage. 7
- (b) What are the different ways by which reservations and waiting lists can be managed? 8
3. (a) What is tourism marketing? Explain the different bases for segmenting a tourist market. 3+6=9
- (b) Write a note on Guest Cycle. 6

Or

- (a) Is service inventoriable? How would you suggest the travel agencies and tour operators in distributing services to the customers successfully? 3+5=8
- (b) Discuss some of the consumer sales promotion schemes used by hotel industry. 7

4. Write notes on any two of the following :

$7\frac{1}{2} \times 2 = 15$

- (a) Mediclaim
- (b) Market research in banks
- (c) Impact of bank regulation on bank marketing strategies
- (d) Marketing strategies for insurance services

Or

- (a) Discuss the benefits of fire insurance policy. 7
- (b) State the role of physical evidence in marketing of banking services. 8
5. (a) What do you understand by service guarantee and assurance in a financial service? 8
- (b) Describe the potential and growth of financial services in India. 7

Or

- (a) Explain the role of media in the promotion of mutual funds. 10
- (b) How would you design and price a mutual fund product? Give suitable examples. 5
