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Register Number:

Name of the Candidate:

M.Com. DEGREE EXAMINATION, May 2015

(MARKETING)

(SECOND YEAR)

250 / 650 : SERVICES MARKETING

(Old Regulations / New Regulations)

Time: Three hours

Maximum: 100 marks

SECTION - A

Answer any FIVE questions

(5 × 8 = 40)

1. Explain briefly the significance of financial services.
2. What are the salient features of consumer banking? Explain.
3. Give a brief note on non-fund based banking.
4. State the economical importance of tourism industry.
5. Explain the factors influencing the pricing of tourism services.
6. What are the supportive services of Hospital industry? Explain.
7. What are the legal controls on hospital services?
8. Explain the advantage of fire Insurance policies.

SECTION - B

Answer any THREE questions

(3 × 20 = 60)

9. What are the factors influencing in designing of service marketing strategy? Explain.
10. Explain the salient features of customer relationship management in banking services.
11. Give a brief note on the growth and development of Tourism Industry in India.
12. What are the various services of medical staff organisation? Explain.
13. Enumerate the basic principles of insurance.

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