

Total number of printed pages-4

47 (Sem-4) MS (4.4) O

2022

MANAGEMENT OF SERVICES

Paper : 4.4

Full Marks : 80

Time : Three hours

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

1. Give very short answers : 1×10=10
 - (a) What do you understand by the term services ?
 - (b) Define tourism.
 - (c) Name *two* products of banking services.
 - (d) What is a call centre ?
 - (e) Write full forms of ASTC and ATDC.

Contd.

Fill in the gaps :

- (f) BPO provides _____ services.
- (g) The three corners of service marketing triangle are company, employees and _____.
- (h) Transfer of ownership is _____ in service marketing.
- (i) NBFC stands for _____.
- (j) _____ education comes after secondary education but before higher education.

2. Give short answers :

2×5=10

- (a) What do you mean by service marketing ?
- (b) What is word-of-mouth marketing ?
- (c) Write *two* justifications for marketing of health-care services.
- (d) Who are the users of banking services ?
- (e) What do you mean by vocational education ?

3. Answer **any four** : 5×4=20

- (a) Explain *five* important characteristics of services.
- (b) Briefly discuss various components of marketing mix in services.
- (c) "Service marketing is environment friendly technology." Comment on the statement.
- (d) Differentiate between goods and services with suitable examples.
- (e) Write about the main services included in the consultancy services.
- (f) What according to you are the main problems of tourism marketing in Assam ? Briefly discuss *any five*.

4. Answer **any five** : 8×5=40

- (a) Discuss various reasons behind growing importance of services in Indian economy.
- (b) Explain in brief the different criteria used by customers to assess the service quality.

- (c) Write a note on the evolution of service marketing in India.
- (d) What do you mean by market segmentation ? Explain the different bases for segmenting the tourism market. $2+6=8$
- (e) Who are the different categories of users availing the transport services in India ? Also highlight on the hurdles faced by the travel and transport services industry in India. $4+4=8$
- (f) Discuss the components of promotion-mix and people-mix adopted by a marketing manager while marketing banking services.
- (g) Explain the marketing mix applied in regard to elementary education in schools.
- (h) Justify the application of social marketing principles in the service marketing.