

**N.G.M.COLLEGE (AUTONOMOUS) : POLLACHI  
END-OF-SEMESTER EXAMINATIONS : MAY – 2023**

**B.Com. (AIDED & S.F)**

**MAXIMUM MARKS: 70**

**SEMESTER: VI**

**TIME : 3 HOURS**

**PART - III**

**SERVICE MARKETING AND CUSTOMER RELATIONSHIP  
MANAGEMENT**

**SECTION – A (10 X 1 = 10 MARKS)**

**ANSWER THE FOLLOWING QUESTIONS.**

**MULTIPLE CHOICE QUESTIONS.**

**(K1)**

1. Which of the following can be categorized as information processing services? ...  
a) Education    b) Health care    c) legal services    d) Management consultancy
2. Which is an essential step for bench marking process?..  
a) Planning    b) Effective management    c) Gathering data    d) Self assessment
3. NGO s are playing an important role in which sector?----  
a) In framing the environmental policy    b) In governing the police force  
c) In framing the policy related to laws    d) In deforestation.
4. Which technique is based on CRM?  
a) Customer support    b) Customer loyalty    c) Customer status    d) Customer idea
5. In which of the following formats, data is stored in the database management system?  
a) Table    b) Image    c) Text    d) Graph

**ANSWER THE FOLLOWING IN ONE (OR) TWO SENTENCES**

**(K2)**

6. What is service marketing?
7. What do you mean by IMC?.
8. What is meant by health care marketing?
9. What is customer retention?
10. What is data base management?

**SECTION – B (5 X4 = 20 MARKS)**

**ANSWER EITHER (a) OR (b) IN EACH OF THE FOLLOWING QUESTIONS. (K3)**

11.    a) State the characteristics of service marketing.

**(OR)**

- b) Write a short note on evaluation of service marketing.

12. a) Enumerate the uses of service blue print.

(OR)

- b) What is service segmentation?

13. a) What is the importance of marketing in educational services?

(OR)

- b) Mention the merits of marketing services in insurance sector.

14. a) Briefly explain concept and growth of relationship marketing.

(OR)

- b) Point out the uses of customer relationship marketing.

15. a) State the importance of e-crm.

(OR)

- b) Explain briefly the uses of voice portals.

**SECTION – C (4 X 10 = 40 MARKS)**

**ANSWER ANY FOUR OUT OF SIX QUESTIONS. (K4 / K5)**

**(16<sup>th</sup> QUESTION IS COMPULSORY AND ANSWER ANY THREE**

16. Discuss in detail challenges and issues in service marketing.
17. Explain nature and scope of service marketing.
18. Write a note on service life cycle and its various p's of service marketing.
19. Describe the features of service marketing in banking and hospitality sectors.
20. Evaluate in detail about various customer retention strategies.
21. Illustrate the features and technologies of e-crm.

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