

QP CODE

Enrollment Number:

C2068

Name:

M.COM DEGREE EXAMINATIONS, JULY 2025

Third Semester

M.Com

M21CM12DE – Service and Retail Marketing
(2023 July admissions)

Time: 3 Hours

Max Marks: 70

Section A

Answer any five of the following questions in two or three sentences each. Each question carries 2 marks.

1. Define service marketing mix and mention two key elements unique to services.
2. What are the key features of marketing of banking services?
3. Mention two specific characteristics of airline service marketing.
4. Define service segmentation and mention two bases used for it.
5. Define service intermediaries with one example.
6. Briefly explain any one challenge in service communication.
7. List any two types of retail formats in the Indian context.
8. State any two advantages of e-tailing for consumers.

(2X5=10)

Section B

Answer any six of the following questions in a paragraph each. Each question carries 5 marks.

9. Explain the stages in the retail life cycle with suitable illustrations.
10. Illustrate the role of healthcare branding in shaping customer trust.
11. Explain how targeting and positioning strengthen service marketing strategies.
12. Assess the status and scope of Customer Relationship Management (CRM) in Indian service industries.
13. Highlight the unique characteristics of education services from a marketing perspective.
14. Compare and contrast tourism marketing and airline marketing with reference to customer expectations.

15. Identify the key components of the retail marketing environment and explain their impact on retail strategy.
16. Define retailing and explain its economic significance in developing economies like India.
17. Explain the customer's role as a co-producer in service delivery.
18. Explain Service Differentiation Strategies with suitable examples.

(5X6=30)

Section C

Answer any two of the following questions in four pages each. Each question carries 15 marks.

19. Critically examine the role of pricing, distribution, and promotion strategies in achieving effective service positioning.
20. Analyze the strategies involved in marketing of social services offered by NGOs.
21. Evaluate the impact of digital transformation on service delivery mechanisms.
22. Discuss the challenges and future prospects of e-tailing in India.

(15X2=30)