

Subject- SMTK (Service Marketing)

BCom 4th semester backlog examination

2021

full marks-20

Answer any two questions:

Q1) explain the meaning of branding? What are the roles of branding in service marketing? 3+7=10

Q2) what is customer service model? State the feature of a good customer service model? (3+7=10)

Q3) write short notes (any two) 5x2=10

- a) Quality in service
- b) Role of advertising in service
- c) Expanded marketing mix
- d) Service marketing segment