



THE AMERICAN COLLEGE, MADURAI

(An Autonomous Institution Affiliated to Madurai Kamaraj University)

Re-accredited (2nd Cycle) by NAAC with Grade "A", CGPA – 3.46 on a 4-point scale

Backlog Arrear Examination, March 2021

PCO 4411

Services Marketing

Max.Marks: 75

Time: 3 Hrs

Answer any FIVE of the following:

(5 x 15 =75)

1. Discuss the various methods for pricing of services.
2. Explain about the services marketing strategies for tourism Industry in India.
3. Discuss how the service strategies vary sector wise? Why there is variation?
4. Explain the characteristics of service marketing.
5. Bringout the functions of CRM.
6. Explain the advantages and disadvantages of CRM.
7. Write in detail about the marketing of financial services.