



# THE AMERICAN COLLEGE, MADURAI

(An Autonomous Institution Affiliated to Madurai Kamaraj University)

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

## Backlog Arrear Examination, March 2021

**COM/CME 1210/COM 2222**

**SERVICES MARKETING**

**Duration: 2 Hours**

**Max.: 60 Marks**

**Answer any FOUR Questions**

**4X15=60**

1. Discuss the characteristics of services.
2. Describe the elements of marketing mix.
3. What sort of strategies to be followed in branding and advertising of financial services.
4. Elaborate the measures for marketing of health services.
5. Justify the reasons for the growth of services sector in India.
6. 'Marketing of logistics that includes Road, Rail, Air and Waterways needs greater significance'. Do you agree? Write your answer.

\*\*\*\*\*