**ST. JOSEPH’S COLLEGE (AUTONOMOUS), BENGALURU -27**

**B.Com – VI SEMESTER**

**SEMESTER EXAMINATION: APRIL 2023**

**(Examination conducted in May 2023)**

**BCDEM6518: MARKETING OF SERVICES**

**Time- 2 ½ hrs Max Marks-70**

**This paper contains two printed pages and four parts**

**Section A**

**I.** Answer ***any five*** of the following (**5x2 = 10 Marks)**

1. What is the meaning of Services?
2. Discuss the meaning and purpose of Gap Model.
3. Write the meanings of Tourism and Tourist.
4. What is meant by a “Call Centre”?
5. Who is a Midwife?
6. Expand the following – ITES and BPM.

**Section B**

**II.** Answer ***any three*** of the following (**3x5 = 15 Marks)**

1. Write a short note on: Pharmacy, Nursing and Medical Transcription.
2. Explain the types of Moments of Truth.
3. Discuss the types of Market Segmentation in Tourism.
4. What are the Job Opportunities in ITES?

**Section C**

**III.** Answer ***any two*** of the following (**2x15 = 30 Marks)**

1. Explain the 7 Ps of the Marketing Mix of Healthcare. (8m) Also, discuss the risks in Healthcare. (7m)
2. Explain the classification of hotels. (8m) Also, discuss the various departments in hotels. (7m)
3. Explain the features of services. (8m) Also, explain the steps in Service Delivery Process (7m)

**Section D**

**IV. Answer the following (1x15=15 Marks)**

1. You are one of the Board Members of Stark Industries. The company currently has presence in the US, China, and Russia. The company deals with both products and services – their main services being Business Consultancy, ITES, and Data Analytics. The CEO, Mr. A. N. Tony, expressed his opinion last month that the company must venture into other countries. You have your eyes set on India. You want to set up a Business Consultancy division in India. However, the other Board Members are not on board with this idea as they are not convinced whether services sectors will be successful in India.
   1. In order to convince the Board Members, explain to them the various reasons for the growth of Service Sectors in India. (7m)
   2. Also, explain to the HR department the Criteria that must be met by Service Employees who work in your company. (8m)

\*\*\*\* End of Question Paper \*\*\*\*