

B.V.V.Sangha's Basaveshwar Commerce College, Bagalkot



CRITERION I Curricular Aspects



2023-24

Certificate course on Service Marketing



B.V.V.Sangha's Basaveshwar Commerce College, Bagalkote

Accredited at "B++" Grade by NAAC IQAC Initiative

PG Department of Commerce
Organizes
INAUGURATION OF CERTIFICATE COURSES
ON
"CORPORATE COMMUNICATION" &
"SERVICE MARKETING"

President
Dr. Jagannath Chavan
Principal

Presence Prof. Smt. G.M.Navadgi IQAC Coordinator



<u>Presence</u> Prof. Smt.K.J.Malaji HOD & Coordinator

Date: 14-06-2024 Venue: Function Hall Time: 12.00 Noon

All Are Cordially Invited

A Copy of BOS Member of Certificate Course on Service Marketing



B.V.V.Sangha's Basaveshwar Commerce college,Bagalkot Accredited "B⁺⁺" Grade by NAAC PG Department of commerce(M.com)

Certificate Course on Service marketing for the year 2023-24

Board of Studies

Sl.No	Name of the member	Designation	Signature
01	Dr. J.V. Chavan	Principal	
02	Smt. G.M.Navadagi	IQAC Coordinator	Guravadgi
03	Smt. K.J.Malaji	Coordinator &HOD, PG Dept	Many
04	Smt.T.P.Darbar	Member	Colombias
05	Shri. S.S.Chabbi	Member	000
06	Smt. S.M.Koutal	Member	Shoutal

Coordinator & HOD
PG Department of Commerce

Basaveshwar Commerce College,

Bagalkot

B.V.V. Sangha's

Basaveshwar Commerce College, Bagalkot Accredited "B**" Grade by NAAC PG Department of Commerce (M.Com) Certificate Course on Service marketing for the year 2023-24

Syllabus

Objective of the course

The objective of this course is to supplement basic marketing and marketing strategy courses by focusing on problems and strategies specific to marketing of services.

Unit 1: Introduction to Service Marketing:

Meaning, definition, concept of service marketing, features of service marketing, merits and demerits of service marketing. Role of services in modern economy, services marketing environment.

Unit 2: Key Elements of Services Marketing Mix:

The service product, pricing mix, promotion and communication mix, place/distribution of service, people, Physical evidence, process service, mapping - flow-charting, branding of services- problems and solutions.

Unit 3: Managing Quality Aspects of Service Marketing:

Improving service quality and productivity, service quality- gap model, benchmarking, measuring service quality, zone of tolerance and improving service quality.

Unit 4: Marketing of Services:

International and global strategies in services marketing, services in the global economy, moving from domestic to transnational marketing, factors favoring transnational strategy, elements of transnational strategy, recent trends in marketing of services in different areas.

B.V.V. Sangha's

Basaveshwar Commerce College, Bagalkot
Accredited "B**" Grade by NAAC
PG Department of Commerce (M.Com)
Certificate Course on Service marketing for the year 2023-24

NOTICE

Here by it is informed to all the M.Com Previous Students to attend the Certificate course on "Service marketing" which commences from 19/06/2024 and you all have to attend the classes of certificate course for 30 hours.

Date: 17/06/2024

PG Department of Commerce &

HOD & Co-Ordinator
PG Department of Commerce

A notice of timetable of certificate course on Service Marketing

B.V.V. Sangha's

Basaveshwar Commerce College, Bagalkot Accredited "B**" Grade by NAAC PG Department of Commerce (M.Com) Certificate Course on Service marketing for the year 2023-24



NOTICE

Here by it is informed to all the M.Com Previous year students to attend the classes of Certificate course on "Service Marketing" commencing from 19/06/2024 as per the following time table.

Time	Mon	Tue	Wed	Thurs	Fri	Sat
2.00pm -	SMK	TPD	SSC	SMK	KJM	SSC
3.00pm						

Date: 17/06/2024

HOD & Co-Ordinator
PG Department of Commerce

Attendance of the students who have taken the certificate course on Service Marketing

B V V Sangha's Basaveshwar Commerce College, Bagalkot PG Department of Commerce (M.com)

Certificate Course on Service marketing for the year 2023-2024 M.COM I Sem

Attendance Sheet

		-	-	_		-			20 20			2000															
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Bharati Talwar	Pranjal Rajanikant Patel	Shrikantayya K. H	Vinayak Y. Chalawadi	Sagar Ari	Praveen P. Hiremath	Soundarya D. H	Sowjanya G	Muttanna T Ghanti	Aravind K Sankeshwar	Sana Bandagisab Nadaf	Sushmita L Kaladagi	Surekha Y Kandagal	Amshamala RVaidya	Lakshmeebai S. M	Najamunisa S. T	Ayisha Muddapur	Deepa Sulibhavi	Jyoti Konappa Mulladi	Asha Gadadinni	Ningaraj Madabal	Aruna M. Akkasti	Ashwini Billar	Shilpa P Baraker	Vishwanath N. Sarangi	Name of the Student		
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Attendance of the students who have taken the certificate course on Service Marketing

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B.V.V.Sangha's

Basaveshwar Commerce College, Bagalkot
Accredited "B**" Grade by NAAC
PG Department of Commerce (M.Com)
Certificate Course on Service marketing for the year 2023-24

NOTICE

Here by it is informed to all the M.Com previous year students to attend the one hour objective type test of Certificate course on "Service marketing" on 16/08/2024 at 3.00pm in the PG Block.



Date: 10/08/2024

HOD & Co-Ordinator
PG Department of Commerce

Marks list of the students who have taken the test on certificate course on Service Marketing

B.V.V. Sangha's
Basaveshwar Commerce college, Bagalkot
Accredited "B*+" Grade by NAAC
PG Department of commerce (M.com)

Certificate Course on Service marketing for the year 2023-24

M.Com Previous Year

Marks Sheet

14	1.5				
No	Name of the Student	Marks Secured	SI. No	Name of the Student	Marks Secured
1	Vishwanath N. Sarangi	18	27	Pooja Shrikant Petkar	18
2	Shilpa P Baraker	17	28	Rahul Mahadev K	16
3	Ashwini Billar	19	29	Shantamma Neeralagi	17
4	Aruna M. Akkasti	20	30	Nishmita Churi	20
5	Ningaraj Madabal	19	31	Pooja S Goudar	19
6	Asha Gadadinni	20	32	Gouri Subhas Chavhan	17
7	Jyoti Konappa Mulladi	17	33	Sneha Kullolli	16
8	Deepa Sulibhavi	18	37	Anita Mallappa Kumbar	17
9	Ayisha Muddapur	15	34	Arunkumar G Yalagi	19
10	Najamunisa S. T	16	35	Sushmita A Helavar	18
11	Lakshmeebai S. M	18	36	Srushti S Khatedar	17
12	Amshamala RVaidya	17	37	Chaitra Shankar M	17
13	Surekha Y Kandagal	17 3		Rajeshwari R. Benakar	16
14	Sushmita L Kaladagi	19 39		Prabhu G R	16
15	Sana Bandagisab Nadaf	20	40	Sahana Ghattad	17
16	Aravind K Sankeshwar	18	41	Shweta D. Goudar	17
17	Muttanna T Ghanti	18	42	Adavesh H D	17
18	Sowjanya G	17	43	Raghavendra Chavan	18
19	Soundarya D. H	16	44	Sakshi S Chavan	18
20	Praveen P. Hiremath	16	45	Varshini S Kandagal	19
21	Sagar Ari	18	46	Aishwarya K	18
22	Vinayak Y. Chalawadi	15	47	Minaj Kaladagi	17
23	Shrikantayya K. H	15	48	Savitri Maddi	16
24	Pranjal Rajanikant Patel	18			
25	Bharati Talwar	19			
26	Vasavi Handral	17			

Smt. T.P.Darbar Lecturer

Shri.S.S.Chabbi Lecturer Smt.S.M.Koutal Lecturer

Smt.K.J.Malaji HOD & Coordinator

B.V.V.Sangha's

Basaveshwar Commerce College, Bagalkot Accredited "B**" Grade by NAAC PG Department of Commerce (M.Com) Certificate Course Test for the year 2023-24

Subject: Service Marketing

	J	
Max Marks: 20	Date: 16/08/202	
*****	*****	******
Name of the Stude	nt: Ashwini . Billo	27
Name of the Stude	11	Registration No: P262V23C012003
Class: IInd sem.	R	Registration No:
Answer the following	questions each carryin	ng 1marks
1. Service marketing be	ecomes difficult because of	
A. Intangibility		
B. No demand		
C. More complex marke	t	
D. Difficult to enter mar	ket	
A. Intangibility B. Homogeneity C. Perishability	rized by all of the following	g characteristics except for
D. Inseparability		
3. Green marketing is aA. Social marketingB. Service marketingC. Relationship marketingD. Rural marketing		PG Department of Commerce
4. Customer satisfacti	on can be defined by comp	paring guid
A. Predicted service and	perceived service	PG Department C
B. Predicted service and		of Commerce @
C. Desired service and		
D. Adequate service an		BAGALKOT

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- 5. Which of the following is not a service?
- A. Insurance
- B. Mail delivery
- C. Medical checkup
- D. None of these
- 6. A buyer's perception of value is considered a trade-off between
- A. Product value and psychic cost
- B. Total customer value and total customer cost
- C. Image value & monetary cost
- D. Service value and monetary cost
- 7. Which of the following is not a objectives of service marketing?
- A. Promoting customer satisfaction
- B. Building trust
- C. Establish uniform price
- D. None of these
- 8. Which of the following is not included in seven Ps of the marketing mix given by Booms and Bita
- A. Process
- B. People
- C. Politics
- D. Physical evidence
- 9. The following is not ways in which intangibility can be overcome
- A. Visualization
- B. Association
- . Documentation
- D: Situation
- 10. People have to physically present themselves so that they become immersed within the service place service process is referred to as
- A. Possession processing
- B. Physical processing
- People process
- D. None of these



A. Physical evidence B. People processing C. Possession processing D. Information processing D. Information processing 12		11.	Which of the following is not one of the service process?
C. Possession processing D. Information processing D. Information processing 12		A.	Physical evidence
D. Information processing 12	(B.	People processing
12		C.	Possession processing
shape their perception of the actual service encounter. A. Service action B. Service satisfaction C. Şervice recovery D. Service quality 13. Select the name of the country having maximum percent of GDP attributed to service A. United states B. China C. Germany D. India 14. Which of the following is not an element of physical evidence? A. Employee dress B. Employee training C. Equipment D. Facility design 15		D.	Information processing
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B. China C. Germany D. India 14. Which of the following is not an element of physical evidence? A. Employee dress B. Employee training C. Equipment D. Facility design 15		13.	Select the name of the country having maximum percent of GDP attributed to service
C. Germany D. India 14. Which of the following is not an element of physical evidence? A. Employee dress D. Employee training C. Equipment D. Facility design 15		A.	United states
14. Which of the following is not an element of physical evidence? A. Employee dress B. Employee training C. Equipment D. Facility design 15		B.	China
14. Which of the following is not an element of physical evidence? A. Employee dress B. Employee training C. Equipment D. Facility design 15		C.	Germany
A. Employee dress B. Employee training C. Equipment D. Facility design 15		D.	India
A. Electronic channels B. SSTs C. Direct service channels D. Speculative channels 16. Intangibility, perishability, inseparability are the characteristics of A. Product B. Service C. Goods D. Both A&B		A. B. C.	Employee dress Employee training Equipment
A. Electronic channels B. SSTs C. Direct service channels D. Speculative channels 16. Intangibility, perishability, inseparability are the characteristics of A. Product B. Service C. Goods D. Both A&B		15	are the only service distributors which do not require direct human interaction
B. SSTs C. Direct service channels D. Speculative channels 16. Intangibility, perishability, inseparability & variability are the characteristics of A. Product B. Service C. Goods D. Both A&B			
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D. Speculative channels 16. Intangibility, perishability, inseparability are the characteristics of A. Product B. Service C. Goods D. Both A&B			
16. Intangibility, perishability, inseparability & variability are the characteristics of A. Product B. Service C. Goods D. Both A&B			
16. Intangibility, perishability, inseparability & variability are the characteristics of A. Product B. Service C. Goods D. Both A&B		2.	
A. Product B. Service C. Goods D. Both A&B		16.	Intangibility, perishability, inseparability& variability are the characteristics of
B. Service C. Goods D. Both A&B		A.	Product
C. Goods D. Both A&B PG Department of Commerce		B.	Service
D. Both A&B		C.	Goods PG Department
* EAGALKOT **		D.	Both A&B
			BAGALKOT

- 17. Banking is the example of
- A. Production services
- B. Business services
- C. Consumer services
- D. Govt. provided services
- 18. Medical treatment with ayurvedic massage is an example of
- A. Production services
- B. Business services
- Consumer services
- D. Govt. provided services
- 19. Which one of them not included in SERVQUAL model dimensions?
- A. Reliability
- B. Empathy
- C. Assurance
- D. Intangibility
- 20. Services that do not meet customer expectations are called
- A. Service failures
- B. Critical incidents
- C. Servuction failures
- D. Service recovery

B.V.V.Sangha's

Basaveshwar Commerce College, Bagalkot Accredited "B**" Grade by NAAC PG Department of Commerce (M.Com) Certificate Course Test for the year 2023-24

Subject: Service Marketing

Max Marks: 20	Date: 16/08/2024	Time: 1 hr
	***********	*****
Name of the Studen	t: Azuna. M. Akkasti	•••••
Class: 🎹 Sem	Registrat	ion No: P26ZV23CO12004
Answer the following	questions each carrying 1mark	s
1. Service marketing bed	comes difficult because of	•••
W. Intangibility		
B. No demand		
C. More complex market		
D. Difficult to enter market	et	
2. Service are characteri	zed by all of the following character	ristics except for
A. Intangibility		PG Department of Commerce of Commerce
B. Homogeneity		war commerci
C. Perishability		3 PC Downton 100
D. Inseparability		of Commerce
	10 mm	8
3. Green marketing is a pa	art of	*BAGALKOT*
W. Social marketing		76.ALIV
B. Service marketing		
C. Relationship marketing	,	
D. Rural marketing		

4. Customer satisfaction can be defined by comparing

A. Predicted service and perceived service
B. Predicted service and desired service
C. Desired service and perceived service
D. Adequate service and perceived service

- 5. Which of the following is not a service?
- A. Insurance
- B. Mail delivery
- C. Medical checkup
- D. None of these
- 6. A buyer's perception of value is considered a trade-off between
- A. Product value and psychic cost
- W. Total customer value and total customer cost
- C. Image value & monetary cost
- D. Service value and monetary cost
- 7. Which of the following is not a objectives of service marketing?
- A. Promoting customer satisfaction
- B. Building trust
- C. Establish uniform price
- W. None of these
- 8. Which of the following is not included in seven Ps of the marketing mix given by Booms and Bita
- A. Process
- B. People
- C. Politics
- D. Physical evidence
- 9. The following is not ways in which intangibility can be overcome
- A. Visualization
- B. Association
- C. Documentation
- W. Situation
- 10. People have to physically present themselves so that they become immersed within the service preservice process is referred to as
- A. Possession processing
- B. Physical processing
- V. People process
- D. None of these





11.	Which of the following is not one of the service process:
A.	Physical evidence
B.	People processing
C.	Possession processing
D.	Information processing
12. A.	Is based on the idea that customer expectations of the service they will receive shape their perception of the actual service encounter. Service action
В.	Service satisfaction
C.	Service recovery
	Service quality
13 A.	Select the name of the country having maximum percent of GDP attributed to service United states
В.	China
C.	Germany
W.	India
14	China Germany India Which of the following is not an element of physical evidence? Employee dress PG Department of Commerce
A.	Employee dress
JB.	
C.	
D	Facility design
B C	Electronic channels SSTs Direct service channels
	6. Intangibility, perishability, inseparability& variability are the characteristics of
	Service
	C. Goods
	D. Both A&B
•	

- 17. Banking is the example of
- A. Production services
- B. Business services
- C. Consumer services
- D. Govt. provided services
- 18. Medical treatment with ayurvedic massage is an example of
- A. Production services
- B. Business services
- Consumer services
- D. Govt. provided services
- 19. Which one of them not included in SERVQUAL model dimensions?
- A. Reliability
- B. Empathy
- C. Assurance
- D. Intangibility
- 20. Services that do not meet customer expectations are called
- A. Service failures
- B. Critical incidents
- C. Servuction failures
- D. Service recovery



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