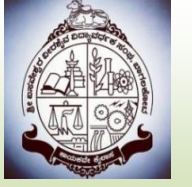**B.V.V.Sangha's**
Basaveshwar Commerce College, Bagalkot

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

Presence

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

<u>Board of Studies</u>

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

Coordinator &HOD
PG Department of Commerce

Principal
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, bench-marking, 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.

A Notice to students to attend classes of certificate course on Service Marketing

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

HOD & Co-Ordinator
PG Department of Commerce

A notice of timetable of certificate course on Service Marketing

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 – 3.00pm	SMK	TPD	SSC	SMK	KJM	SSC

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

Sl. No	Name of the Student
1.	Vishwanath N. Sarangi
2.	Shilpa P Baraker
3.	Ashwini Billar
4.	Aruna M. Akkasti
5.	Ningaraj Madabal
6.	Asha Gadadinni
7.	Jyoti Konappa Mulladi
8.	Deepa Sulibhavi
9.	Ayisha Muddapur
10.	Najamunisa S. T
11	Lakshmeebai S. M
12	Amshamala RVaidya
13	Surekha Y Kandagal
14	Sushmita L Kaladagi
15.	Sana Bandagisab Nadaf
16.	Aravind K Sankeshwar
17.	Muttanna T Ghanti
18.	Sowjanya G
19.	Soundarya D. H
20	Praveen P. Hiremath
21	Sagar Ari
22	Vinayak Y. Chalawadi
23	Shrikantayya K. H
24	Pranjal Rajanikant Patel
25	Bharati Talwar

Date columns (June 2024): 19, 20, 21, 22, 23, 25, 27, 28, 29; (July 2024): 1, 2, 3, 4, 8, 9, 10, 11, 12, 13, 18, 22, 24, 29; (August 2024): 1, 3, 5, 6, 7, 8, 10

Attendance marked with P (Present) and A (Absent) for each student across the listed dates.

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

Sl. No.	Name of the Student
26	Vasavi Handral
27	Pooja Shrikant Petkar
28	Rahul Mahadev Kataraki
29	Shantamma Neeralagi
30	Nishmita Churi
31	Pooja S Goudar
32	Gouri Subhas Chavhan
33	Sneha Kullolli
34	Anita Mallappa Kumbar
35	Arunkumar G Yalagi
36	Sushmita A Helavar
37	Srushti S Khatedar
38	Chaitra Shankar Muranal
39	Rajeshwari R. Benakar
40	Prabhu G Roddappanavar
41	Sahana Ghattad
42	Shweta D. Goudar
43	Adavesh H Dibbadamani
44	Raghavendra Chavan
45	Sakshi S Chavan
46	Varshini S Kandagal
47	Aishwarya Kadakolamath
48	Minaj Kaladagi
49	Savitri Maddi

Smt.T.P.Darbar

Shri.S.S.chabbi

Smt.S.M.Koutal

(Certificate Course Faculty)

Prof.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 on Service marketing for the year 2023-24

<u>NOTICE</u>

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

Sl. No	Name of the Student	Marks Secured	Sl. 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	38	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

Sample answer paper of the certificate course on Service Marketing

****

Name of the Student: Ashwini Billar

Class: IInd Sem   Registration No: P262V23C012003

Answer the following questions each carrying 1marks

1. Service marketing becomes difficult because of ....
   A. Intangibility ✓
   B. No demand
   C. More complex market
   D. Difficult to enter market

2. Service are characterized by all of the following characteristics except for ....
   A. Intangibility
   B. Homogeneity ✓
   C. Perishability
   D. Inseparability

3. Green marketing is a part of ....
   A. Social marketing ✓
   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

Sample answer paper of the certificate course on Service Marketing

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 Bitı
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 ✓
D. Situation

10. People have to physically present themselves so that they become immersed within the service pı service process is referred to as
A. Possession processing
B. Physical processing
C. People process ✓
D. None of these

Sample answer paper of the certificate course on Service Marketing

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. **................ Is based on the idea that customer expectations of the service they will receive shape their perception of the actual service encounter.**
A. Service action
B. Service satisfaction
C. Service 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. **................ are the only service distributors which do not require direct human interaction**
A. Electronic channels
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

Sample answer paper of the certificate course on Service Marketing

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
   C. 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

Sample answer paper of the certificate course on Service Marketing

B.V.V.Sangha's

Basaveshwar Commerce College, Bagalkot
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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 Student: Aruna. M. Akkasti

Class: II Sem   Registration No: P26ZV23C012004

Answer the following questions each carrying 1marks

1. Service marketing becomes difficult because of ....
   A. Intangibility ✓
   B. No demand
   C. More complex market
   D. Difficult to enter market

2. Service are characterized by all of the following characteristics except for ....
   A. Intangibility
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Sample answer paper of the certificate course on Service Marketing

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Sample answer paper of the certificate course on Service Marketing

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Sample answer paper of the certificate course on Service Marketing

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   D. Intangibility

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   D. Service recovery

B.V.V.Sangha's

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IQAC Initiative

PG Department of Commerce

Organizes Certificate Course on

Service Marketing

This is to certify that,

Mr./Miss...
has successfully completed the certificate course on
"Service Marketing" from 19-06-24 to10-08-24 during the
academic year 2023-24

Smt. K. J. Malaji

HOD & Coordinator PG Dept

Dr. Jagannath V. Chavan

Principal