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Register Number:

6729

Name of the Candidate:

M.Com. DEGREE EXAMINATION December 2014

(EDUCATION MANAGEMENT)

(SECOND YEAR)

620/220: EDUCATION SERVICE MARKETING

(NR & OR)

Time: Three hours

Maximum: 100 marks

SECTION-A

Answer any FIVE questions

(5 × 8 = 40)

1. Define 'service marketing'. Discuss its importance in Education.
2. Explain the components of service mix in Education service marketing.
3. What do you mean by product modification in education? Explain its importance and need.
4. What is personal selling? Why is it important in promotional strategy? Explain.
5. Which group of people involved in educational service? Explain their role.
6. Explain the need and importance of internal marketing in Education service marketing?
7. Discuss the components of quality in Education Service Marketing.
8. 'Evaluation of Educational product of overseas marketing is a difficult one' Do you agree? Explain.

SECTION-B

Answer any THREE questions

(3 × 20 = 60)

9. What is segmentation? Why is it needed for segmenting students market? Explain the various methods of segmentation.
10. Explain the process of educational product planning and development.
11. Which promotional strategy is a powerful one in educational service marketing? Why? Explain.
12. Explain the significance of students service strategy in Educational service marketing?
13. Describe the different marketing strategies and its advantages in distance education programmes.
