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Register Number:

Name of the Candidate:

M.Com. DEGREE EXAMINATION, May 2015

(EDUCATION MANAGEMENT)

(SECOND YEAR)

220/620. EDUCATION SERVICE MARKETING

(Old and New Regulation)

Time: Three hours

Maximum: 100 marks

SECTION -A

(5 × 8 = 40)

Answer any FIVE questions

1. Explain the characteristics of educational services.
2. Explain the concept of 'process' in the context of education services marketing.
3. Explain PLC concept in Education.
4. Differentiate advertisement from publicity in the context of education services.
5. Explain the channels of distribution in education services marketing.
6. Discuss the student supportive services in education market.
7. Explain the concept of service quality in education service market
8. Explain how education services are marketed through distance education.

SECTION -B

(3 × 20 = 60)

Answer any THREE questions

9. Explain the various p's of services mix in education service marketing.
10. Explain the process of new product development in education service marketing.
11. Explain the role of ICT in educational product distribution.
12. Explain the various categories of people and their expectations and needs in educational services. Use relevant examples.
13. Explain how the 'Gap' analysis can be used for service quality analysis to design strategies for providing quality education through distance mode.
