

STELLA MARIS COLLEGE (AUTONOMOUS) CHENNAI – 600 086

(For candidates admitted during the academic year 2019-20)

COURSE CODE: 19BA/MC/SM44

B.B.A. DEGREE END SEMESTER EXAMINATION APRIL 2021

BUSINESS ADMINISTRATION

FOURTH SEMESTER

COURSE : MAJOR CORE

PAPER : SERVICE MARKETING

TIME : 90 MINUTES

MAX. MARKS: 50

SECTION – A

Answer all questions:

(7 x 2 = 14)

1. Define Service marketing.
2. List out the Classification of Services.
3. What do you mean by Service pricing?
4. Give two examples for using technology in service.
5. Define Yield Management.
6. Specify the four key areas for achieving quality.
7. How to engage waiting customers?

SECTION – B

Answer any two questions:

(2 x 8 = 16)

8. Bring out the ways to promote a Service.
9. Explain the significance of Service quality.
10. Explicate SERVQUAL model.

SECTION – C

Answer any one question:

(1 x 20 = 20)

11. Describe the Internal Services of Marketing.
12. Elaborate the characteristics in service marketing related to tourism industry.
