

STELLA MARIS COLLEGE (AUTONOMOUS) CHENNAI – 600 086.
(For candidates admitted during the academic year 2019–20 and thereafter)

COURSE CODE: 19BA/MC/SM44

B.B.A DEGREE EXAMINATION APRIL 2022
BUSINESS ADMINISTRATION
FOURTH SEMESTER

COURSE : MAJOR – CORE
PAPER : SERVICE MARKETING
TIME : 3 HOURS

MAX. MARKS: 100

SECTION – A

Answer ALL questions: (10 x 2 = 20)

1. Define Service Marketing.
2. Indicate the classification of Service.
3. Write the additional elements of Marketing mix.
4. What do you mean by Service pricing?
5. Mention the advantages of technology used in Service.
6. Define Demand Management.
7. Give an example for Service strategy.
8. Why is physical evidence necessary?
9. Specify the four key areas for achieving Service quality.
10. How do you engage the waiting customers?

SECTION – B

Answer any FIVE questions: (5 x 8 = 40)

11. Write an overview about the growth of the Service sector.
12. Describe the characteristics of Service.
13. State the ways to promote Service.
14. Bring out the importance of Service quality.
15. Differentiate between external and internal orientation of Service strategy.
16. Explain the Gronos model of Service quality.
17. How do you measure the customer satisfaction in a Service product?

SECTION – C

Answer any TWO questions: (2 x 20 = 40)

18. Develop a service blueprint for a restaurant.
19. Explicate on the effective management of Service marketing.
20. Describe the GAPS model of Service quality.
21. Discuss the characteristics of Service marketing pertaining to Hospitality industry.
