

STELLA MARIS COLLEGE (AUTONOMOUS) CHENNAI – 600 086.
(For candidates admitted during the academic year 2008-2009)

SUBJECT CODE : **CM/PS/SM46**

M.Com. DEGREE EXAMINATION APRIL 2010
COMMERCE
FOURTH SEMESTER

COURSE : **SPECIALISATION**
PAPER : **SERVICE MARKETING**
TIME : **3 HOURS** **MAX. MARKS : 100**

SECTION – A

ANSWER ANY FIVE QUESTIONS: (5 x 8 = 40)

1. What are the characteristics of services marketing?
2. What are the components of services Marketing Mix?
3. Discuss the impact of globalization on service Industry with illustrations.
4. Examine the need for taking into account the expectations while rendering quality service.
5. How will you determine the intermediaries for service delivery?
6. Describe position strategy.
7. How will you measure customer satisfaction?
8. What are the principles of Complaint Management?

SECTION – B

ANSWER ANY THREE QUESTIONS: (3 x 20 = 60)

9. Explain in detail various elements of service strategy.
10. Discuss the factors that affect service marketing environment.
11. Discuss the satisfaction process in detail.
12. Explain the principles of Demand Management and explain how service organizations could respond to it.
13. “Customers often exhibit distinctive decision making patterns in relation to purchase of services” – Discuss.
