

STELLA MARIS COLLEGE (AUTONOMOUS) CHENNAI – 600 086.
(For candidates admitted during the academic year 2004-2005 & thereafter)

SUBJECT CODE : **CM/SC/MS44**

B.Com. DEGREE EXAMINATION APRIL 2008
COMMERCE
FOURTH SEMESTER

COURSE : **SPECIALISATION – CORE**
PAPER : **SERVICES MARKETING**
TIME : **3 HOURS** **MAX. MARKS : 100**

SECTION – A

ANSWER ALL QUESTIONS: (10 x 3 = 30)

1. What is the basic attribute of a service? Give an example.
2. State the important benefits of a good strategy?
3. What do you understand by inseparability in service firms?
4. Explain any one service gap.
5. Write a mission statement for any service firm.
6. What capacity means in service marketing?
7. Why the process of blue printing is essential?
8. Briefly explain the concept of ideal level.
9. Write a short note on Service delivery.
10. What is atmospherics? Give an example.

SECTION – B

ANSWER ANY FIVE QUESTIONS: (5 x 6 = 30)

11. Explain the principles of complaint management.
12. What are the most commonly used Servaqual dimensions.
13. Discuss the relationship between demand and capacity.
14. Enumerate the unique characteristics of service.
15. Discuss the ways of designing the interactive process.

16. Explain the important components of service.
17. Discuss how service marketers can design the physical environment for a resort.

SECTION – C

ANSWER ANY TWO QUESTIONS:

(2 x 20 = 40)

18. Explain the satisfaction process with examples.
19. Discuss the ladder of customer relationship in marketing.
20. Explain the elements of a good service strategy with a suitable example.
21. Briefly discuss the marketing-mix for services.

