

**STELLA MARIS COLLEGE (AUTONOMOUS) CHENNAI – 600 086.  
(For candidates admitted during the academic year 2011 – 2012 & thereafter)**

**SUBJECT CODE: 11CM/PC/SM34**

**M.Com. DEGREE EXAMINATION NOVEMBER 2013  
COMMERCE  
THIRD SEMESTER**

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

**SECTION – A (5 x 8 = 40)**

**ANSWER ANY FIVE QUESTIONS:**

1. What is Service Marketing? Explain the significance of service marketing in the Indian perspective.
2. Briefly explain the major components of a Service.
3. Examine the need for taking into account the expectations while rendering quality service.
4. Discuss the global features in service marketing.
5. Explain the servaqual model as an integrated approach to service marketing.
6. Throw light on the different elements of marketing mix which help you in making your business more effective.
7. Describe the dynamics of Service Encounter.
8. Write notes on: a) Competitive positioning b) Service gaps.

**SECTION – B (3 x 20 = 60)**

**ANSWER ANY THREE QUESTIONS:**

9. Explain in detail various steps in developing a positioning strategy.
10. Explain the different dimensions of Service Quality. Give suitable examples.
11. What are the benefits of customer service for customers and the firm? How would you develop relationship of customers? Elucidate your answer with the growth of relationship marketing.
12. How would you understand the needs of the Customer Service in the light of Customer Satisfaction process?
13. Explain the principles of complaint management and the examine how services organizations could respond to a complaint.

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