

STELLA MARIS COLLEGE (AUTONOMOUS) CHENNAI – 600 086.
(For candidates admitted during the academic year 2009 – 2010 & thereafter)

SUBJECT CODE: CM/PC/SM34

M.Com. DEGREE EXAMINATION NOVEMBER 2011
COMMERCE
THIRD SEMESTER

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

SECTION – A

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

1. Narrate the perspective of global dimensions towards Services and Marketing.
2. Classify services with suitable examples.
3. Formulate marketing mix for telecommunication service.
4. Outline the ingredients for successful implementation of service quality programme.
5. Critically examine the causes of customer gap.
6. Explain the Service Satisfaction Process.
7. Explain the importance of Environment for Service Marketing.
8. Write short notes on a) Mission b) vision
c) Strategic goals d) Blue printing

SECTION – B

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

9. Examine the different dimensions of Service Quality. Give suitable examples.
10. Explain the major elements of an integrated approach to service marketing. Give a suitable model.
11. Throw light on the different elements of marketing mix which help you in making your business more effective.
12. What do you mean by creating competitive positioning? What are the steps in developing a positing strategy?
13. Explain the principles of complaint management and explain how service organizations would responds to it.

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