

**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 2014
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 its Characteristics.
2. Classify the various services and their implications in Marketing.
3. Examine the need for taking into account the expectations while rendering quality service.
4. What do you mean by Professional Services? State its relevance in the Marketing of Services.
5. How will you determine the Pricing of Services in the context of demand?
6. Explain the important innovations in Services Market.
7. Write notes on:
 - a) After – Sales Service.
 - b) Product Support Services.
8. Explain in detail various element of Service Strategy.

**SECTION – B (3 x 20 = 60)
ANSWER ANY THREE QUESTIONS**

9. Examine the different dimensions of Services quality. Give suitable illustrations.
10. Explain the Marketing Strategies for services firms with special reference to information and communications.
11. Explain the principles of complaint management and examine how service organizations could respond to a complaint.
12. Explain the various steps in developing a positioning strategy. Draw reference to the financial services Industry.
13. Examine the development in Tourism, Hospitality Management and Health Care Services.
