

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

SUBJECT CODE: CM/PC/SM34

M.Com. DEGREE EXAMINATION NOVEMBER 2010
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. Trace the growth of services in India vis-à-vis other developing countries.
2. Enumerate the characteristics of services.
3. Write a note on quality standards in services.
4. What do you understand by delivery gap, performance gap and quality gap?
5. Classify services and explain with examples.
6. Explain the integrated approach to services marketing through the Servaqual Model.
7. Enumerate the role played by physical evidence in marketing services.
8. Discuss the importance of word of mouth communication for healthcare services.

SECTION – B

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

9. Distinguish between the following with suitable examples:
 - a) Technical quality and functional quality
 - b) Internal and external marketing
 - c) Peripheral evidence and essential evidence
 - d) Facilitating and supporting services
10. Differentiate core, facilitating and supporting services, giving suitable examples.
11. In what way distribution of services is different from goods. Identify few services which can be distributed electronically and discuss the challenges involved in it.
12. What do you mean by creating competitive positioning? What are the steps in developing a positioning strategy?
13. Describe the Principles of Complaint Management in detail.

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