

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

SUBJECT CODE : **CM/PS/SM45**

M.Com. DEGREE EXAMINATION APRIL 2009
COMMERCE
FOURTH SEMESTER

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

SECTION – A

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

1. What is Service Marketing? Give the need and objectives of it.
2. Explain the major elements of an Integrated approach to Service Marketing.
3. Examine the need for taking into account the expectations while rendering quality service.
4. Discuss the global issues in Services Marketing.
5. What do you mean Direct Marketing? State its relevance in the marketing of services.
6. How will you determine the nature and pattern of Demand in Service Marketing?
7. Explain the important steps in developing positioning strategy.
8. Write note on : a) SERVAQUAL b) Service Recovery.

SECTION – B

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

9. Explain in detail environmental factors that confront the Services Marketing.
10. Examine the different dimensions of Service Quality. Give suitable examples.
11. How would you understand the needs of the customer and develop relationship of customers? Elucidate your answer with the growth of Relationship Marketing.
12. Throw light on the different elements of marketing mix which help you in making your business more effective.
13. Explain the principles of complaint management and explain how service organizations could respond to it.
