

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 2015
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. Briefly discuss the marketing mix for services.
2. Discuss the reasons for growth in service industries.
3. What do you mean by chasing demand? What actions can managers take to adjust capacity to match demand?
4. Discuss the implications of variations in demand relative to capacity.
5. What do you mean by physical environment? Discuss its dimensions.
6. Discuss the reasons for service quality gaps.
7. Discuss the different types of service encounters.
8. What is SERVQUAL? What are its dimensions for measuring service quality?

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

9. What distinctive marketing challenges do services present relative to goods? Discuss their implications and how can they be overcome.
10. Discuss how marketing mix variables can be used to manage demand.
11. What is the role of positioning in marketing strategy? What are the steps involved in developing a market positioning strategy?
12. Bring out the importance of “service blue printing”. Discuss the different steps in building a service blue print.
13. Explain Service Quality Gap Model.
