

STELLA MARIS COLLEGE (AUTONOMOUS) CHENNAI – 600 086.
(For candidates admitted during the academic year 2015 – 16)

SUBJECT CODE: 15CM/PC/SM24

M.Com. DEGREE EXAMINATION APRIL 2016
COMMERCE
SECOND SEMESTER

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

SECTION – A

ANSWER ANY SIX QUESTIONS: (6 x 10 = 60)

1. Define Service Marketing. Explain the significance of service marketing in the global context.
2. How can a service provider balance capacity to demand?
3. Examine the need for taking into account Expectations while rendering quality service.
4. Explain the main features of Marketing Management for services.
5. Explain the Servuction Model as an integrated approach to service marketing.
6. Examine the different elements of marketing mix which helps you in making your business more effective.
7. What are the steps in developing a positioning strategy?
8. Write notes on:
(a) Servaqual dimensions
(b) Service Recovery.

SECTION – B

ANSWER ANY TWO QUESTIONS: (2 x 20 = 40)

9. What is Service Gaps? Explain the various service gaps in detail with examples.
10. Describe the dynamics of Service Encounter and its process.
11. Explain in detail customer expectation hierarchy and the customer satisfaction process in service marketing.
12. Explain the basic principles of Complaint Management and examine how Service organisations could respond to a complaint.

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