SUBJECT CODE: 15CM/PC/SM24

M.Com. DEGREE EXAMINATION APRIL 2017
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. What is distinctive about services marketing that it requires a special approach?

2. Choose a local restaurant or some other type of service with fluctuating demand. What is the likely underlying pattern of demand? What causes the pattern? Is it random or predictable?

3. Explain in brief the value of service blueprinting and how to develop and read the blueprints.

4. Explain the dimensions of ambient conditions and how each can influence customer responses to the service environment.

5. Discuss the role service personnel play in creating or destroying customer loyalty.

6. Think about the last time you experienced a less than satisfactory service experience. Did you complain? Why? If you did not complain explain why not?

7. Explain the Servuction Model of Service Marketing.

8. Identify the important trends in the service sector.

SECTION – B

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

9. What are the strategies for matching supply and demand through

    (a) Shifting demand to match capacity and

    (b) Adjusting capacity to meet demand.

10. Explain how the gaps model is a useful framework for understanding service quality in an organization. Which of the provider gaps do you believe is hardest to close? Why?

11. What is the Service Recovery Paradox? Why should a service recovery strategy be proactive and planned and require trained and empowered staff?

12. Select a service provider (eg. dentist/doctor/lawyer/hair stylist) with whom you are familiar with and discuss ways this person could positively influence the five dimensions of service quality in context of delivering his / her service.

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