

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

SUBJECT CODE : **CM/SC/MS44**

B.Com. DEGREE EXAMINATION APRIL 2009
COMMERCE
FOURTH SEMESTER

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

SECTION – A

ANSWER ALL QUESTIONS: (10 x 3 = 30)

1. Define service marketing.
2. State any three important benefits of a good strategy?
3. What do you understand by variability in service firms?
4. What is a service gap?
5. Write a vision statement for an educational institution.
6. Who is an indirect customer? Give an example.
7. Identify the benefits of customer retention.
8. What is perceived quality? Give an example.
9. Write a short note SERVQUAL.
10. What is an articulated attribute? Give an example.

SECTION – B

ANSWER ANY FIVE QUESTIONS: (5 x 6 = 30)

11. Explain the ladder of customer relationship.
12. Discuss the principle customer groups.
13. Explain the different levels of expectation hierarchy.
14. Briefly discuss the marketing-mix for services.
15. Explain the satisfaction process of a service firm.

16. Detail the blue printing process of any service of your choice.
17. Explain how service marketers can design the physical environment for a theme park.

SECTION – C

ANSWER ANY TWO QUESTIONS:

(2 x 20 = 40)

18. Explain the elements of a good service strategy with a suitable example.
19. Discuss the principles of complaint management and the ways of resolving them.
20. Discuss the importance of matching capacity to demand, using marketing mix.
21. Enumerate the unique characteristics of service.

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