

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

SUBJECT CODE: 15CM/PC/SM24

M.Com. DEGREE EXAMINATION APRIL 2018
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. Explain the important reasons for a substantial growth in the service markets.
2. Explain the concept of capacity constraints in service productivity.
3. Explain the Servuction model of Service Marketing.
4. Briefly describe how to position a service business.
5. What are the steps involved in developing a market positioning strategy.
6. Define blue printing and explain the steps involved in building a blueprint.
7. Why do customers complain? What do customers expect once they have made a complaint?
8. Explain the factors influencing desired service and adequate service.

SECTION – B

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

9. The traditional four Ps are just not adequate to describe the services marketing mix. Comment on this statement and discuss the additional three Ps of services marketing mix.
10. Explain the strategies for shifting demand to match capacity.
11. Describe the key factors leading to service performance gap and service delivery gap.
12. Explain the strategies for delivering service quality through people.

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