

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 2019
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 features of service marketing.
2. Discuss the various classifications of services.
3. Explain the principles of complaint management and its recovery.
4. What are the techniques of resolving the service gaps?
5. Enumerate the impact of service sector in Indian Economy.
6. Explain the different types of customer – defined service standards.
7. Describe the different elements of service marketing mix and give an example.
8. Define Customer Expectation. Explain the factors that influence the customer expectation of service and its satisfaction.

SECTION – B

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

9. Discuss the position strategy for a service of your choice.
10. Explain the different strategies used for managing demand and supply.
11. Elaborate on the various elements of promotional mix on hospital sector.
12. Describe the characteristics of services and their marketing implications.

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