



LOYOLA COLLEGE (AUTONOMOUS), CHENNAI – 600 034

B.Com. DEGREE EXAMINATION – COMMERCE

FIFTH SEMESTER – APRIL 2016

CO 5407 - SERVICE MARKETING

Date: 29-04-2016
Time: 09:00-12:00

Dept. No.

Max. : 100 Marks

SECTION - A

Answer **ALL** the questions

(10 x 2 = 20)

1. Define Service Marketing.
2. What is interactive marketing of services?
3. What do you mean by customer expectation of services?
4. What is customer satisfaction of services?
5. What is capacity planning?
6. What do you mean by market segmentation?
7. What is service quality gap?
8. What is Sales promotion of services?
9. What is CRM?
10. What do mean by Service provider?

SECTION – B

Answer any **FOUR** questions

(4 x 10 = 40)

11. Define services. Explain the Characteristics of services.
12. How do you classify Services?
13. Explain consumer behavior in service search, experience and credence properties.
14. What are the benefits of Employees State Insurance?
15. What are the strategies for matching supply and demand for services?
16. What are the techniques of resolving the service gaps?
17. What are the elements of effective management of services?

SECTION – C

Answer any **TWO** questions

(2 x 20 = 40)

18. Explain the 7 P's of Service Marketing mix with examples.
19. How customers judge the five dimensions of service quality? Explain with examples.
20. Define Service Tax and Describe the rates of Service Tax.
21. How are services classified and Describe the following consumer service providers:
 - a) Professional Services
 - b) Health Services
 - c) Hospitality Services
