



LOYOLA COLLEGE (AUTONOMOUS), CHENNAI – 600 034

B.Com. DEGREE EXAMINATION – COMMERCE

FOURTH SEMESTER – APRIL 2022

UCO 4604 – SERVICE MARKETING

Date: 23-06-2022

Dept. No.

Max. : 100 Marks

Time: 09:00 AM - 12:00 NOON

PART – A

Q. No Answer ALL questions:

(10 x 2 = 20 Marks)

- 1 Define 'Services'.
- 2 What is 'Service Marketing Triangle'?
- 3 State any two important role of a boundary spanner.
- 4 Define 'Demand'.
- 5 What do you understand by 'Experience Quality'?
- 6 What do you mean by 'intangibility of services'?
- 7 What do you understand by 'Tourism Marketing'?
- 8 Define 'Equilibrium'.
- 9 What is 'Market Segmentation'?
- 10 What is 'Positioning of Service'?

PART – B

Answer any FOUR questions:

(4 x 10 = 40 Marks)

- 11 Explain the characteristics of service.
- 12 Examine the role of customers in service delivery.
- 13 Distinguish between customer perception and expectation.
- 14 Bring out the impact of information technology on service delivery.
- 15 Write a short note on 'Target Marketing Strategies' with suitable examples.
- 16 How are services classified? Describe the following services:
a. Hospital Services; b. Bank Services and c. Educational Services
- 17 Distinguish between product and services.

PART – C

Answer any TWO question:

(2 x 20 = 40 Marks)

- 18 What do you mean by marketing segmentation and explain how to segment for services?
- 19 Discuss the major issues and challenges faced by service firms in India.
- 20 Critically analyze the role of employees in providing better service delivery
- 21 Explain in detail Gaps Model of service.
