

**LOYOLA COLLEGE (AUTONOMOUS), CHENNAI – 600 034****B.Com. DEGREE EXAMINATION – COMMERCE**FOURTH SEMESTER – **APRIL 2023****UCO 4604 – SERVICE MARKETING**

Date: 06-05-2023

Dept. No. 

Max. : 100 Marks

Time: 09:00 AM - 12:00 NOON

**SECTION A - K1 (CO1)****Answer ALL the Questions****(10 x 1 = 10)****1. Define the following**

- a) Service
- b) Marketing Boom
- c) Equilibrium
- d) Quality gaps
- e) Tourism marketing

**2. Fill in the blanks**

- a) Service marketing become difficult because of -----
- b) Customer satisfaction can be defined by the company -----
- c) The ----- dimension is an assessment of the firm's consistency and dependability in service performance.
- d) Focusing the firms marketing efforts toward the existing customer base is called-----
- e) The consumer decision process consists of-----, -----, -----

**SECTION A - K2 (CO1)****Answer ALL the Questions  
10)****(10 x 1 =****3. Match the following**

- a) Economic factors - 1. psychographic
- b) Customers -2. knowledge can be acquired only through experience
- c) Learning -3. service directed at people's mind
- d) Education -4. liquid assets of the consumer
- e) Life style - 5. interactive marketing.

**4. True or False**

- a) Among many services, the demand for medical services tends to be inelastic
- b) Legal services can be categorized as information processing service.
- c) User status is a factor comes under psychographic types of segmentation.
- d) The plan for differentiating the firm from its competitors in consumers eyes is referred as the firm of communication mix
- e) Requirements research involves identifying the benefits and attributes the customers expect in a service

**SECTION B - K3 (CO2)****Answer any TWO of the following in 100 words  
20)****(2 x 10 =**

- 5. Distinguish between product and service.
- 6. Illustrate and explain the Internal and the external marketing of service.
- 7. Point out the role of customers in service delivery.

8.	Explain the major factors influencing the consumer behaviour.	
<b>SECTION C – K4 (CO3)</b>		
	<b>Answer any TWO of the following in 100 words</b>	<b>(2 x 10 = 20)</b>
9.	Compare customer perceptions and expectations.	
10.	Write short note on “Target marketing strategies” with suitable examples.	
11.	Analyse the strategies for balancing supply – demand position.	
12.	Illustrate recent trends in service marketing.	
<b>SECTION D – K5 (CO4)</b>		
	<b>Answer any ONE of the following in 250 words</b>	<b>(1 x 20 = 20)</b>
13.	Evaluate the Gaps model of service in detail.	
14.	Discuss the major issues and challenges faced by service sectors.	
<b>SECTION E – K6 (CO5)</b>		
	<b>Answer any ONE of the following in 250 words</b>	<b>(1 x 20 = 20)</b>
15.	Summarise marketing segmentation for services.	
16.	State the reasons for the growth of the service sectors in India.	

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