



LOYOLA COLLEGE (AUTONOMOUS), CHENNAI – 600 034

B.Com. DEGREE EXAMINATION – COMMERCE

FIFTH SEMESTER – NOVEMBER 2016

CO 5407 - SERVICE MARKETING

Date: 11-11-2016
Time: 09:00-12:00

Dept. No.

Max. : 100 Marks

Section – A

Answer **ALL** questions

(10x2= 20 Marks)

1. Define 'service marketing'.
2. What is meant by quality of service?
3. What do you understand by 'consulting marketing'?
4. Comment on 'customer service process'.
5. Write a note on 'service marketing triangle'.
6. State the meaning of 'service scape'.
7. Write a short note on 'external marketing'.
8. What is 'healthcare service'?
9. Define 'heterogeneity'
10. Comment on 'Customer Perception'

Section – B

Answer any **FOUR** questions.

(4x10= 40 Marks)

11. Why has the services sector grown rapidly in recent years?
12. Enumerate the nature and determinants of Customer's expectations of service.
13. Explain the different types of users in tourism services.
14. What are differences between goods and services?
15. Explain the different service quality dimensions.
16. Discuss the various classifications of services.
17. Explain how CRM is successfully implemented in service industries.

Section C

Answer any **TWO** questions

(2x20 = 40 Marks)

18. Explain the elements of marketing mix for services with the help of financial service.
19. Describe the causes of customer gaps in service quality.
20. Enumerate the strategies to follow when demand and capacity cannot be matched.
21. Describe the characteristics of services, and their marketing implications.
