



LOYOLA COLLEGE (AUTONOMOUS), CHENNAI – 600 034

B.Com. DEGREE EXAMINATION – COMMERCE

FIFTH SEMESTER – NOVEMBER 2017

CO 5407 - SERVICE MARKETING

Date: 15-11-2017
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 Perceived Risk?
3. What do you mean by Consumer Behavior in services?
4. What is Service Marketing Mix?
5. State two examples of penetration price in telecom sector.
6. What is meant by Quality gaps?
7. Write any two advantages of Make My Trip.com.
8. State few front stage and back stage operation of restaurant services.
9. Define Customer Relationship Management
10. State any two impact of education in the service sector.

Section – B

Answer any FOUR questions.

(4x10= 40 Marks)

11. Enumerate the impact of service sector in Indian Economy.
12. Explain important characteristics of Service Marketing.
13. What is meant by Service Marketing Triangle and explain its importance.
14. Explain the significance of Search, Experience and Credence property.
15. Differentiate internal and external marketing of service.
16. Elaborate on the various elements of promotional mix on hospital sector.
17. Explain the different types of customer-defined service standards.
18. Brings out the impact in developing effective communication about service quality.

Section - C

Answer any TWO questions

(2x20 = 40 Marks)

19. Describe different elements of Service Marketing Mix and give an example.
20. Define Customer Expectation? Explain the factors that influence the customer expectation of service.
21. Explain the different strategies used for managing demand and supply.
22. “The tourism marketing are found critical as well as challenging in the service era”- Explain with examples.