 LOYOLA COLLEGE (AUTONOMOUS), CHENNAI – 600 034

**M.Com.** DEGREE EXAMINATION - **COMMERCE**

SECOND SEMESTER – **APRIL 2012**

# CO 2954 - SERVICE MARKETING

Date : 26-04-2012 Dept. No. Max. : 100 Marks

Time : 9:00 - 12:00

**SECTION – A Answer ALL questions in about three lines each: 10 x 2 = 20 )**

1. Services can be divided into four distinct categories – What are these?
2. Briefly describe “experience qualities”.
3. Define customer satisfaction in the context of a service.
4. What is a remote service encounter?
5. What do you understand by service recovery?
6. What is a service blueprint?
7. State the guidelines for physical evidence strategy.
8. What is emotional labour?
9. State the components of the service marketing triangle in the context of communication.
10. What is Synchro-Pricing? State the differentials in this context.

**SECTION – B Answer any FIVE in about 2 pages each: ( 5 x 8 = 40 )**

1. Explain the components of the Services Marketing mix.
2. Explain the five general dimensions of service quality.
3. What are service encounter themes?
4. Explain the relationship challenges a service provider faces.
5. There are certain situations where it is not advisable to give a service guarantee. What are these?
6. What are the factors necessary for setting appropriate service standards?
7. How would you adjust capacity to meet demand?
8. Explain the guidelines and other tangibles to be used for service advertising effectiveness.

**SECTION – C Answer any TWO in about 4 pages each: (2 x 20 = 40 )**

1. Write a note on the four customer gaps.
2. Explain the factors that influence customer expectations of services.
3. Explain the following:
4. Internal responses to the service scape
5. Environmental dimensions of the service scape

\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*