



**LOYOLA COLLEGE (AUTONOMOUS), CHENNAI – 600 034**

**B.Com. DEGREE EXAMINATION – COMMERCE**

**FIFTH SEMESTER – NOVEMBER 2015**

**CO 5407 - SERVICE MARKETING**

Date : 14/11/2015  
Time : 09:00-12:00

Dept. No.

Max. : 100 Marks

**Section – A**

Answer **ALL** questions

**(10x2= 20 Marks)**

1. What do you mean by 'intangibility'?
2. How does services marketing increase the standard of living of the people?
3. What do you understand by customer retention?
4. What is meant by external marketing?
5. Highlight two features of service quality.
6. Comment on 'sharing capacity'.
7. State the reasons for extended marketing mix for services.
8. Write a note on 'professional services'.
9. Mention the reasons for service tax.
10. State the concept of financial services.

**Section – B**

Answer any **FOUR** questions.

**(4x10= 40 Marks)**

11. Explain 'classifications of services'.
12. What are the gaps that can occur in service design and delivery? Suggest way to close the delivery gap.
13. Discuss the common types of constraints faced by a service organization.
14. How is internal marketing different from external marketing?
15. What do you understand by CRM? Explain.
16. Describe the dimensions of quality of service. Illustrate with examples.
17. There is feeling among people, that private banks operating in India, give better services and perform better than the nationalized banks. Do you agree? Why?

**Section C**

Answer any **TWO** questions

**(2x20 = 40 Marks)**

18. Suggest suitable service marketing mix strategies to promote Indian hotels, and tourism to the global standard. Justify.
19. What is service consumer behaviour? Elaborate on the facts and importance of consumer behaviour in services.
20. Enumerate and describe the various capacity management strategies.
21. Explain the importance of services to our economy. Describe the challenges faced by service marketers in India today.

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