

LOYOLA COLLEGE (AUTONOMOUS), CHENNAI – 600 034



B.Com. DEGREE EXAMINATION – COMMERCE

FIFTH SEMESTER – NOVEMBER 2018

CO 5407 – SERVICE MARKETING

Date: 01-11-2018

Dept. No.

Max. : 100 Marks

Time: 09:00-12:00

Section A

Answer **ALL** questions

(10x2=20 Marks)

1. What do you mean by services marketing?
2. Write a short note on 'perishability of service'.
3. What is chasing demand?
4. How does a company exceed customer service expectations?
5. What is "Customer perception"?
6. What do you mean by internal marketing?
7. What is quality of service?
8. What do you understand by CRM?
9. What is meant by insurance marketing?
10. Which customer groups are most important for tourism industry?

Section B

Answer any **FOUR** questions

(4x10= 40 Marks)

11. Enumerate the reasons for the growth of services organisation.
12. What are the basic characteristics of services compared with goods?
13. Bring out the differences between internal marketing and external marketing.
14. Explain the dimensions of quality of services with illustrations.
15. Briefly explain the stages in customer decision making process.
16. Give five research objectives to be established before marketing research is conducted.
17. Explain the characteristics of financial services.

Section C

Answer any **TWO** questions

(2x20=40Marks)

18. Explain the significance of services marketing in the Indian perspective.
19. What are the various capacity management strategies? Discuss.
20. Enumerate the gaps in services quality.
21. Discuss the marketing mix element for the educational services.

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