

LOYOLA COLLEGE (AUTONOMOUS), CHENNAI – 600 034

M.Com. DEGREE EXAMINATION – COMMERCE

SECOND SEMESTER – APRIL 2010

CO 2954 - SERVICE MARKETING

Date & Time: 26/04/2010 / 1:00 - 4:00

Dept. No.

Max. : 100 Marks

SECTION – A

Answer ALL questions in about 3 lines each.

(10 x 2 =20 Marks)

1. What is “Customer Service”?
2. What is the “tangibility Spectrum”?
3. List out the 4 Provider gaps.
4. What is “Customer Expectations”?
5. What is Adequate Service?
6. Enumerate the 5 factors which make up service quality.
7. State the Core dimensions that customers use to judge the quality of E – Service.
8. What is SST? Give 2 examples of SST.
9. What is the Primary goal of relationship marketing?
10. Briefly explain the different types of complainers.

SECTION – B

Answer any 5 in about 2 pages each.

(5 x 8 =40 Marks)

11. Explain the factors that determine customer satisfaction in the context of a Service.
12. Write a note on the evolution of customer relationships in services marketing.
13. Briefly explain a customers’ recovery expectations.
14. “The Service Scape can play many strategic roles simultaneously” – what are these?
15. What are the guidelines necessary for evolving a good physical evidence strategy?
16. How does a service marketer adjust capacity to meet demand?
17. Explain the different types of non-monetary costs incurred by the customer.
18. What are the Pricing Strategies to be used when the customer means – “Value is Low Price”?

SECTION – A

Answer any 2 in about 4 pages each.

(2 x 20 =40 Marks)

19. Explain the elements of the consumer’s behavior that are relevant to understanding their service experiences and evaluation.
20. What are the factors that influence a customer’s expectations of a service?
21. Write a detailed note on service encounters.
