



LOYOLA COLLEGE (AUTONOMOUS) CHENNAI – 600 034

M.Com. DEGREE EXAMINATION – COMMERCE

SECOND SEMESTER – APRIL 2025

CO 2954 – SERVICE MARKETING



Date: 07-05-2025

Dept. No.

Max. : 100 Marks

Time: 01:00 PM - 04:00 PM

SECTION A

Answer ANY FOUR of the following

(4 x 10 = 40 Marks)

1. Explain the evolution of customer relationships in Service marketing.
2. What are the guidelines necessary for evolving a good physical evidence strategy?
3. Explain the factors that determine customer satisfaction in the context of a service.
4. Write a detailed note on 'Zone of tolerance' in the pretext of service marketing.
5. What do you understand by Relationship marketing?
6. Examine the role of national and ethnic cultures in shaping consumers behaviour in the context of services.
7. What are the factors that contribute to communication problems in a service enterprise?
8. Give a detailed description of service recovery strategies.

SECTION B

Answer ANY THREE of the following

(3 x 20 = 60 Marks)

9. Explain the elements of the consumer's behaviour that are relevant for understanding their service experiences and evaluation.
10. How does customer loyalty impact profitability in the service industry?
11. What are the sources of pleasure and displeasure in a services encounter?
12. How can modern technology enhance the quality and practice of services marketing?
13. Discuss the impact of social media on service marketing and customer interactions.
14. What strategies do the successful service brands use to build long-term customer relationships?

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