



LOYOLA COLLEGE (AUTONOMOUS) CHENNAI – 600 034

B.Com. DEGREE EXAMINATION – COMMERCE

FOURTH SEMESTER – APRIL 2025

UCO 4604 – SERVICE MARKETING



Date: 08-05-2025

Dept. No.

Max. : 100 Marks

Time: 09:00 AM - 12:00 PM

SECTION A - K1 (CO1)

	Answer ALL the Questions	(10 x 1 = 10)
1.	Define the following:	
a)	Heterogeneity	
b)	Delighters	
c)	Supply curve	
d)	Service encounter	
e)	Affiliate Marketing	
2.	Fill in the blank	
a)	Healthcare, beauty salons, and tourism fall under _____ processing services.	
b)	The _____ refers to how customers interpret and evaluate a service based on their experiences, expectations, and interactions with a business	
c)	The _____ strategy involves focusing marketing efforts on a small but specific and well-defined segment of the population.	
d)	_____ in service marketing refers to the degree to which a service meets or exceeds customer expectations.	
e)	In the tourism industry, peak-season pricing is used to manage _____	

SECTION A - K2 (CO1)

	Answer ALL the Questions	(10 x 1 = 10)
3.	Choose the correct answers	
a)	Which marketing deals with standardized offerings? a) Product Marketing b) Service Marketing (c) content marketing (d) marketing myopia	
b)	Customer Perception of Services is influenced by: a) Word-of-mouth communication b) Past experiences c) Promotional activities d) All of the above	
c)	Market segmentation of services is done based on: a) Geographic, Demographic, Psychographic, and Behavioural factors b) Only geographic factors c) Only demographic factors. d) None of the above	
d)	Which of the following is a key challenge in Service Delivery? a) Standardizing service quality b) Maintaining physical inventory c) Reducing transportation costs d) Eliminating intermediaries	
e)	Which of the following is a major trend in services marketing today? a) increasing focus on traditional advertising b) growing adoption of digital and AI -driven marketing c) reduced importance of customer experience d) decreased role of technology in service delivery	

4.	Match the following
a)	Service Marketing Triangle. - 1) Visual representation of the service process
b)	Service Positioning. - 2) Company, Employees, and Customers
c)	Customer Satisfaction. - 3) Identifies gaps between customer expectations and service delivery
d)	Gap model. - 4) Creating a distinct image in customers' minds
e)	Service Blueprinting. - 5) Identifies gaps between customer expectations and service delivery
SECTION B - K3 (CO2)	
Answer any TWO of the following in 100 words each. (2 x 10 = 20)	
5.	Distinguish between the goods and the services.
6.	Explain the significance of market segmentation.
7.	What is consumer perception of service product? How do customers form perception of services?
8.	Design a service marketing mix for entertainment services.
SECTION C – K4 (CO3)	
Answer any TWO of the following in 100 words each. (2 x 10 = 20)	
9.	What is gaps model? Discuss the model perspectives of service marketing in detail.
10.	Explain the different dimensions of service quality with example.
11.	Examine the management of demand and supply in services.
12.	Briefly examine the steps for choosing target market segmentation.
SECTION D – K5 (CO4)	
Answer any ONE of the following in 250 words (1 x 20 = 20)	
13.	Discuss the impact of privatization and globalization in educational services in India.
14.	Elaborate the role of employees in service delivery.
SECTION E – K6 (CO5)	
Answer any ONE of the following in 250 words (1 x 20 = 20)	
15.	Explain the recent trends in services marketing.
16.	Elaborate the important classifications of services.

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