



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

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

**FIFTH SEMESTER – NOVEMBER 2014**

**CO 5407 - SERVICE MARKETING**

Date : 12/11/2014  
Time : 09:00-12:00

Dept. No.

Max. : 100 Marks

**SECTION - A**

Answer ALL the questions:

**(10 x 2 = 20 )**

1. Define Service Marketing.
2. What do you mean by Internal Marketing?
3. What is consumer behavior in service marketing?
4. What are the levels of customer expectations?
5. What is capacity planning?
6. What do you mean by yield management?
7. What is service quality gap?
8. Define Advertising.
9. What is CRM?
10. What do you mean by Service provider?

**SECTION – B**

Answer any FOUR questions

**( 4 x 10 = 40 )**

11. Define services. Explain the Characteristics of services.
12. What are the factors contributing to the growth of service sector?
13. Explain consumer behavior in service search, experience and credence properties.
14. What are the elements in an effective marketing research?
15. What are the strategies for matching supply and demand for services?
16. What are the techniques of resolving the service gaps?
17. Describe Employees State Insurance.

**SECTION – C**

Answer any TWO questions

**(2 x 20 = 40 )**

18. Explain the 7 P's of Service Marketing mix with examples.
19. How customers judge the five dimensions of service quality? Explain with examples.
20. Describe the various factors influencing the delivery gaps, and the strategies for reducing delivery gaps.
21. Describe any one of the consumer service providers:
  - a) Financial Institutions
  - b) Health Care.
  - c) Automobile.

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