 LOYOLA COLLEGE (AUTONOMOUS), CHENNAI – 600 034

**M.Com.** DEGREE EXAMINATION - **COMMERCE**

SECOND SEMESTER – APRIL 2011

# CO 2954 - SERVICE MARKETING

Date : 07-04-2011 Dept. No. Max. : 100 Marks

Time : 1:00 - 4:00

Section A Answer ALL questions in about three lines each (10 x 2 = 20 marks)

1. Enumerate any four typical service industries.
2. State the key factors which contribute to provider gap - I
3. What is meant by credence qualities?
4. What is Zone of Tolerance?
5. What is service quality?
6. State the sources of dissatisfaction in self service technology.
7. What is the primary goal of relationship marketing?
8. State the four risks (challenges) underlying the designing of services.
9. Define Physical Evidence.
10. Define Service Culture.

Section B Answer any FIVE in about two pages each (8 x 5 = 40 marks)

1. How can modern technology enhance the quality and practice of services marketing?
2. Examine the role of national and ethnic cultures in shaping consumers behavior in the context of services.
3. Explain the five dimensions which are used by consumers to evaluate the quality of a service.
4. What are the customer relationship challenges in services marketing?
5. What is a service blueprint? What are its major components?
6. What are the elements of the house of service quality?
7. What are the sources of conflict which effect front-line employees?
8. What are the factors that contribute to communication problems in a service enterprise?

Section C Answer any TWO in about four pages each (2 x 20 = 40 marks)

1. Explain the different types of service encounters.
2. How do customers respond to service failures?
3. Give a brief description of service recovery strategies.

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