



M.Com. Semester IV Examination, April 2017
COO4B3 : SERVICES MARKETING (OA – 18)

Duration : 3 Hours

Total Marks : 60

- Instructions :** 1) This paper consists of **nine** questions carrying **equal** marks.
2) Question No.1 consists of **5 compulsory** questions of **2 marks each**.
3) Answer **any 5** questions from question 2, 3, 4, 5, 6, 7, 8 and 9.
4) **Each** question carries **10** marks. Figures to the **right** indicate marks.

1. Answer the following questions in brief : (5×2=10)
 - a) Explain differentiated v/s concentrated marketing.
 - b) Explain Cost based and Revenue Based Pricing approach.
 - c) Explain the user based approach of Service Quality.
 - d) Mention SERQUAL Criteria.
 - e) What is CRM ?
 2. Explain the gaps that can occur in service quality model. 10
 3. Explain the concept of relationship marketing. Does selling differ from marketing. 10
 4. Discuss the strategies to handle customer complaints effectively. 10
 5. Choose a service company with which you are familiar and show how each of the 8Ps of integrated service management are applicable. 10
 6. Explain the levels of customer contact with service organizations giving examples. 10
 7. What are the backstage elements of
 - a) A hotel
 - b) Educational Institution either college or University.10
 8. Is market segmentation and targeting beneficial for the service firm ? Why ? 10
 9. Under what circumstances customer tend to complain ? How the service firm should handle the complaint effectively ? 10
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