

M.Com (Semester - IV) Examination, April 2019
COO4B3 : SERVICES MARKETING (OA - 18)

Duration : 3 Hours

Max Marks : 60

Instructions:

- 1) This paper contains of **nine** questions carrying **equal** marks.
- 2) Question No. 1 consist of **5** compulsory questions of 2 marks each.
- 3) Answer any 5 questions from Question No. 2, 3, 4, 5, 6, 7, 8 and 9
- 4) Figures to the right indicate full marks.

1. a) What is a Service Encounter? (5x2=10)
 b) Who are Boundary Spanners?
 c) What are Self Service Technologies?
 d) 'The service experience depends not only on the Service Provider but also on the other customer. Illustrate the truth of this statement with an example.
 e) What is Interaction Marketing?
 2. Discuss the Salient features of Services along with their marketing Implications. 10
 3. Why is Customer Education important in Service Marketing? Discuss the various Approaches used by the service marketers to Educate the Customer. 10
 4. What is Customer Expectation? Discuss the Factors that determine the Customer Expectations of Service. 10
 5. Explain the GAP Model of Service Design and Delivery. 10
 6. What is Bank Marketing? Discuss the different Components of Bank Marketing Mix. 10
 7. Why does a Customer Switch service providers? What Strategies can you suggest as a service marketer to prevent the customer from Switching? 10
 8. What is Consumer Behaviour? Explain the 3 Stage Model of Consumer service Purchase Behavior? 10
 9. 'Any Complaint should be treated as a gift by the service firm and appropriate Steps need to be taken to resolve it'. In the light of the Statement, Explain the various Steps undertaken to handle Complaints by a Service Firm. 10
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