

Exam. Code : 217604

Subject Code : 5304

M.Com. 4th Semester

SERVICE MARKETING

Paper—Group—D MC-453

Time Allowed—2 Hours] [Maximum Marks—100

Note :— Attempt any **four** questions. All questions carry equal marks.

1. Define services marketing. Discuss the elements of services marketing mix.
2. Explain briefly the concepts of customer satisfaction, service quality and service encounters.
3. What is the impact of service failure and recovery on customers ? Briefly describe various service recovery strategies.
4. Discuss different types of servicescapes and also highlight the effect of servicescapes on behaviour.
5. What is the importance of customer's participation in service recovery ? What are the various strategies for enhancing customer participation in service delivery ?

6. Explain the reasons for service communication problems. How can service companies match service promises with delivery ?
7. What is the link between service and profitability ? Also highlight the relationship between customer retention and profits ?
8. Briefly explain the Gronroos's perceived service quality model, the Zeithmal's rater model and Kane's two factor model.