

TB154665C

Reg. No : .....

Name: .....

**BMS DEGREE (C.B.C.S.S.) EXAMINATION, MARCH 2017**  
**SEMESTER IV - CORE COURSE (INTERNATIONAL BUSINESS)**  
**CO4B09TB - SERVICES MANAGEMENT**

**Time: Three Hours**

**Maximum Marks: 80**

**PART A**

**I Answer all questions. Each question carries 1 mark**

1. What is services marketing?
2. What is perishability?
3. What is customer gap?
4. Give any two factors that influence service perception?
5. What are the elements of tourism marketing mix?
6. What are the bases of tourism segmentation?

**(6x1= 6)**

**PART B**

**II Answer any seven questions. Each question carries 2 marks**

7. What are the different characteristics of services?
8. Give any two reasons for the growth of services in India
9. Write on any two myths of services?
10. What is people-processing services?
11. What is credence property?
12. What is search property?
13. What do you mean by service encounter?
14. How are hotels classified?
15. Discuss the service mix of hospitals?
16. What are hard and soft standards?

**(7x2=14)**

**PART C**

**III Answer any five questions. Each question carries 6 marks**

17. Discuss the concept of services triangle
18. Write a note on the marketing challenges in service industry
19. What is customer perception? What are the factors that influence service perception
20. Discuss the administration aspects of a hotel
21. Discuss the role of travel agents and tour operators to hotel industry
22. How is relationship marketing important for services?
23. Discuss the different dimensions of service quality
24. Discuss the role of service quality in offensive and defensive marketing

**(5x6=30)**

**PART D**

**IV Answer any two questions. Each question carries 15 marks**

25. How important is customer relationships in services? Discuss the benefits and evaluation of customer relationships in detail
26. Outline the levels of customer retention strategies in detail citing real life examples
27. Discuss hospitality as service industries
28. In detail, explain the Service Expectation Model

**(2x15=30)**