

EASTERN UNIVERSITY, SRI LANKA

Faculty of Commerce and Management

**Third year/ Second Semester Examination in Business
Administration/Commerce/Economics 2004/2005**

COC 3021- Service Marketing (Repeat)

Answer all questions

Time: One Hour

- Q1. "People perform services, while goods are manufactured" Differentiate services from goods?
(10 marks)
- Q2. Explain the factors that significantly influence perceptions of quality of services?
(09 marks)
- Q3. Briefly explain the factors that are underlying for pricing of services?
(08 marks)
- Q4. Identify the types of gaps that can occur at various points during the design and delivery of service performance.
(09 marks)
- Q5. Today's managers need to be creative as the combination of information and modern package – transportation services. How these will enrich the marketing of services?
(09 marks)
- Q6. Briefly explain the components of customer expectation?
(08 marks)
- Q7. Who are the people involved in organizational consumer behaviour in service marketing?
(07 marks)
- Q8. Briefly explain the stages in consumer decision-making and evaluation process of services?
(07 marks)

Q9. Control the variations in demand for a particular service; managers need to determine the factors governing the demand. What are the strategies by which you can match the demand and supply of services?

(08 marks)

Q10. Elaborate on the purchase process for services.

(07 marks)

Q11. “Mostly consumers depend on the personal source than non-personal sources”
Explain the reasons for this with examples.

(09 marks)

Q12. Write short notes.

1. Credence qualities
2. Augmented product
3. Elements of service marketing

(03 x 03 marks)