

Q.No.	Questions	CO	Bloom Taxonomy	Marks
<b>Section I</b>				
1	<b>Short Answer type questions.</b>			
a	Discuss the difference between goods and services.	CO1	Remember	<b>4 x 5 = 20</b>
	or			
b	Explain the concept of service quality.	CO1	Remember	
	or			
c	Discuss the key strategies for building customer relationship.	CO2	Understand	
	or			
d	Explain the effective complaint handling techniques.	CO2	Understand	
	or			
e	Describe the role of employees in service delivery.	CO3	Understand	
	or			
f	What are effective approaches for ensuring the delivery of high-quality services?	CO3	Remember	
	or			
g	How do the cycles of failure, mediocrity, and success unfold, and what factors contribute to their progression?	CO4	Understand	
	or			
h	How do customers actively engage in the service delivery process, and what impact does their participation have on service quality and overall experience?	CO4	Understand	
	or			
<b>Section II</b>				
<b>Long Answer type questions.</b>				
2	Why is customer satisfaction crucial in service delivery, and how does it impact business success?	CO1	Analyze	<b>3 x 10 = 30</b>
	or			
3	How does customer feedback influence service recovery, and what role does it play in improving overall service quality?	CO1	Evaluate	
	or			
4	Evaluate the benefits of service design in competitiveness.	CO2	Analyze	
	or			
5	Evaluate the impact of service recovery on customer satisfaction.	CO2	Evaluate	
	or			
6	How does managing demand and capacity influence service quality, and what are its broader implications for operational efficiency?	CO3	Analyze	
	or			
7	How does customer participation influence overall satisfaction, and what key factors shape this relationship?	CO3	Analyze	
	or			
<b>Section III</b>				
<b>Application based questions</b>				
5	How can a structured program be developed to encourage and enhance customer citizenship behavior?	CO4	Create	<b>1 x 20 = 20</b>
	or			
6	How does service culture influence business performance, and what key factors determine its impact?	CO4	Evaluate	
	or			

### Course Outcomes

On the completion of the Course, the students will be able to:

CO1: Identify the major elements needed to improve the marketing of services.

CO2: Develop an understanding of the roles of relationship marketing and customer service in adding value to the customer's perception of a service.

CO3: Understand the expectations of customers and know how to translate this knowledge into genuine value for customers

CO4: Understand current research trends in services marketing and implementing it for attaining organization objectives