

**B.Com. (Semester – V) Examination, October/November 2016**  
**Major – I : BUSINESS MANAGEMENT**  
**Marketing of Services – I (New Course)**

Duration : 2 Hours

Max. Marks : 80

- Instructions :**
- 1) *All questions are compulsory, however internal choice is available.*
  - 2) *Answer sub-questions in question 1 and question 2 is not more than 100 words.*
  - 3) *Answer questions from question 3 to question 6 each in not more than 400 words.*
  - 4) *Figures to the right indicate maximum marks to the question.*
  - 5) *Paper carries maximum of 80 marks.*

1. Answer **any four** of the following : **16**
  - a) Importance of service sector in India.
  - b) Perishability of services and its marketing implications.
  - c) Any two Levels of service product.
  - d) Choice of channels.
  - e) Role of physical evidence.
  - f) Service blueprint.
  
2. Answer **any four** of the following : **16**
  - a) Types of customer expectations (any two).
  - b) Any two service quality dimensions.
  - c) Face to face encounter.
  - d) The zone of tolerance.
  - e) Any two principles of defection management.
  - f) Unconditional guarantee-meaning.

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3. a) Explain any six factors responsible for the growth of service sector. **12**  
OR  
b) Distinguish between goods and services. **12**
4. a) Explain the guidelines for managing service promotion mix. **12**  
OR  
b) Explain any six factors that affect the choice of location. **12**
5. a) What is customer satisfaction ? Explain any five factors that determine customer satisfaction. **12**  
OR  
b) Explain the Gap models 1 and 2 of service quality and also give its causes and solution for reducing the gap. **12**
6. a) Explain the stages of customer compatibility management. **12**  
OR  
b) What is customer relationship management ? Explain any of its five functions. **12**
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