



B.Com. (Semester – V) Examination, October/November 2017
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 in not more than 100 words.**
 - 3) **Answer questions from question 3 to question 6 each in not more than 400 words.**
 - 4) **Paper carries maximum of 80 marks.**

1. Answer **any four** of the following : **16**
 - a) Explain the term 'services'.
 - b) Write a brief note on 'Importance of service sector'.
 - c) Explain any two roles of 'physical evidence'.
 - d) Write a brief note on 'Service Triangle'.
 - e) Explain the terms 'high contact personnel' and 'low contact personnel'.
 - f) Explain any two types of 'service processes'.

2. Write short notes on **any four** of the following : **16**
 - a) Meaning of 'customer expectation'.
 - b) Any two factors affecting 'customer satisfaction'.
 - c) Remote encounters.
 - d) 'Pleased' and 'excited' states of customer satisfaction.
 - e) The 'first stage' of 'customer compatibility management'.
 - f) The Unconditional Guarantee.



3. a) Explain 'inseparability' and 'intangibility' as features of services. Elaborate on their marketing implications. 12
- OR
- b) Discuss the factors responsible for the growth of services. 12
4. a) Explain the different levels of a 'service product'. 12
- OR
- b) Elaborate on the benefits and challenges of using electronic channels for distribution of services. 12
5. a) Explain 'Gap 4' of the 'Gap Model of Service Quality'. Describe the causes for the gap and the strategies for reducing this gap. 12
- OR
- b) State and explain any four 'service quality dimensions'. 12
6. a) Discuss the various steps involved in developing and managing the 'customer value package'. 12
- OR
- b) Explain the term 'service failure'. Elaborate on any three service recovery strategies. 12