



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**