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T.Y.B.COM. Semester - V (Repeat) / One Time Opportunity
EXAMINATION OCTOBER 2019
Business Management Major 1 : Service Marketing I

[Duration : Two 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.

- Q.1** Answer any four of the following: 16
- a) Any two points of difference between goods and services.
 - b) Importance of service sector (any two points).
 - c) Explain the special issues in pricing of services.
 - d) Write a note on 'Service triangle'.
 - e) Write a note on 'Service blueprint'.
 - f) Explain "core level" and "expected level" of a service product.
- Q.2** Write short notes on any four of the following: 16
- a) Importance of service encounters.
 - b) Reasons for Gap 3 of Gap model of Service Quality.
 - c) Customer satisfaction.
 - d) Remote encounter.
 - e) Service guarantee.
 - f) Customer relationship management.
- Q.3** a) Explain any three features of services and elaborate their marketing implications. 12
- OR**
- b) Explain the reasons for growth of service sector. 12
- Q.4** a) Explain the factors affecting choice of location of service premises. 12
- OR**
- b) Explain in brief the various components of physical evidence. 12

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Q.5

a) What is service quality? Explain the various dimensions of service quality.

12

OR

b) Explain the relationship between customer expectation and zone of tolerance.

12

Q.6

a) What is service recovery? Elaborate on the service recovery strategies.

12

OR

b) Explain the meaning and stages of customer compatibility management.

12