



B.Com. (Semester – V) Examination, October/November 2018
Major – I : BUSINESS MANAGEMENT
Services Marketing – I

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 “perishability” as a feature of service.
 - b) Explain any two factors responsible for the growth of service sector.
 - c) Explain any two guidelines for managing service promotion mix.
 - d) Importance of ‘employee appearance’.
 - e) Any two levels of a service product.
 - f) Any two factors affecting choice of channels.
2. Write short notes on **any four** of the following : 16
- a) Customer expectation.
 - b) ‘Reliability’ as a service quality dimension.
 - c) Any two types of service encounters.
 - d) Zone of tolerance.
 - e) Customer compatibility management.
 - f) Defection management.
3. a) Distinguish between goods and services giving examples for each. 12
- OR
- b) Discuss the importance of service sector in the Indian economy. 12



4. a) Explain the various types of service personnel. 12
OR
b) Explain the concept 'service blueprint' and discuss its use. 12
5. a) Explain gap 3 from the "Gap Model of Service Quality". 12
OR
b) What is customer satisfaction ? Explain the factors determining customer satisfaction. 12
6. a) Elaborate on service recovery strategies. 12
OR
b) What is customer value package ? Explain the steps in developing and managing customer value package. 12