

Vidya Vikas Mandal's
Shree Damodar College of Commerce & Economics, Margao Goa
FY B.Com –Semester-II, Supplementary Examination June 2023
SUB: Services Marketing 1 (GE 2)

Duration: 2 Hours

Maximum Marks: 80

Instructions: 1) All questions are compulsory
2) Figures to the right indicate full marks

Q 1) Answer the following questions in 10 to 12 lines (any 4) (4x4= 16)

- a) Compare Goods and Services
- b) Explain the meaning and examples of service
- c) Examine the service sector in India
- d) Enumerate the concept of Physical Evidence
- e) Discuss the concept of word of mouth publicity
- f) State the various Service Intermediaries

Q 2) Write short notes on (any 4) (4x4=16)

- a) Explain the concept of zone of tolerance
- b) Enumerate the meaning of customer
- c) Examine the meaning of customer satisfaction
- d) Identify the meaning of service failure
- e) Explain the concept of Service Encounters
- f) Express the meaning of customer retention

Q 3 A) Describe the classification of services with suitable examples.

OR

(12)

Q3 X) State and explain the role of service sector in an economy.

Q 4A) Discuss the special issues of pricing in the service sector.

OR

(12)

Q 4X) Assess the various types of service processes.

Q 5 A) What do you mean by customer expectation? Explain the levels of customer expectations.

OR

(12)

Q 5 X) Summarize the factors influencing customer expectations in detail.

Q 6 A) Describe the GAP Model of service quality.

OR

(12)

Q 6 X) Describe the Service Triangle with the diagram.