

Vidya Vikas Mandal's  
Shree Damodar College of Commerce & Economics, Margao Goa  
FY B.Com –Semester II, Semester End Examination, April 2023  
Triparted Syllabus  
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 v/s Services
- b) Explain Service components
- c) Illustrate the Service sector in India
- d) Examine Physical Evidence
- e) Explain Franchising
- f) Explain Service personnel

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

- a) Discuss Zone of tolerance
- b) Explain the meaning of customer
- c) List the states of customer satisfaction
- d) Discuss the choice of location
- e) Identify the types of service intermediaries
- f) State the meaning of customer satisfaction

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

OR (12)

Q3 X) Summarize the factors responsible for the growth of service sector.

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

OR (12)

Q 4X) Analyze the types of service processes.

Q 5 A) Describe the levels of customer expectations.

OR (12)

Q 5 X) Discuss the factors influencing customer expectations.

Q 6 A) State the role of service sector in an economy.

OR (12)

Q 6 X) Explain the guidelines for managing service promotion.