

**Vidya Vikas Mandal's**  
**Shree Damodar College of Commerce & Economics, Margao Goa**  
**FY B.Com, Semester-II, Semester End Examination, April 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 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 service culture
- e) Identify the Service Encounters
- f) State the meaning of customer retention

Q 3 A) Indicate the classification of services with suitable examples. (12)  
OR

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

Q 4A) Discuss the special issues of pricing in the service sector. (12)  
OR

Q 4X) Analyze the types of service processes.

Q 5 A) Describe the levels of customer expectations. (12)  
OR

Q 5 X) Discuss the factors influencing customer expectations.

Q 6 A) Describe the GAP Model of service quality. (12)  
OR

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