

Vidya Vikas Mandal's
Shree Damodar College of Commerce & Economics, Margao-Goa
FY B. Com, Semester-II, Semester End Examination, June 2022
GE-2 Services Marketing (COG 115)

Duration: 2 Hours

Max. Marks: 80

Instructions: 1. All questions are compulsory

2. Figures to the right indicate maximum marks

Q.1. Answer in 10 to 12 lines any four of the following:

(4x4=16)

- a) Different types of services available today
- b) Importance of service sector in India
- c) Levels of service product
- d) Special issues of pricing in a service sector
- e) Meaning of customer expectations
- f) Importance of service employees in service delivery

Q.2. Write short notes on any four of the following:

(4x4=16)

- a) Service- meaning and definition
- b) Product Mix
- c) Choice of Location
- d) Physical evidence
- e) Zone of Tolerance
- f) Service quality- meaning

Q.3.A) Describe the role of service sector in an economy.

(12)

OR

Q.3.B) Discuss the components of service, give examples of the same.

(12)

Q.4.A) Explain the constituents of the Service mix

(12)

OR

Q.4.B) Distinguish between goods and services.

(12)

Q.5.A) Describe the different types of Customer expectations.

(12)

OR

Q.5.B) Enumerate and discuss the factors affecting Customer Satisfaction.

(12)

Q.6.A) Discuss the components of Service Quality and its dimensions.

(12)

OR

Q.6.B) Describe the choice of channels for services.

(12)