

**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)**