

VidyaVikasMandal's  
Shree Damodar College of Commerce & Economics, Margao-Goa  
F.Y.B.Com, Semester II, Semester End Examination, April, 2019.  
Service Marketing (GE-2)

**Duration: 2 hrs**

**Marks: 80**

Instruction: 1. All questions are compulsory  
2. Start each question on a fresh page  
3. Figures to the right indicate maximum marks

01. Write short notes: **(Any 4)** (16 Marks)  
a) Goods v/s Services.  
b) Factors to be considered for choice of Location.  
c) Two Kinds of Physical Evidence.  
d) Concept of Service Marketing.  
e) Agents and Brokers distribution Channels.  
f) Franchising distribution Channel.
02. Write short notes: **(Any 4)** (16 Marks)  
a) Zone of Tolerance vary for Service Dimension.  
b) Employee's critical roles in service delivery.  
c) Zone of Tolerance.  
d) Service Guarantees.  
e) Levels of Customer Satisfaction.  
f) Types of Service Encounters
03. A) Explain the Factors responsible for Growth of Service sectors. (12 Marks)  
**OR**  
B) Describe the Role of Services in an Economy and its overview.
04. A) Describe the Guideline for Managing the Service Promotion. (12 Marks)  
**OR**  
B) Define Service Product. Explain the Five Levels of Products with Examples.
05. A) Explain the Factors Influencing Customer Satisfaction. (12 Marks)  
**OR**  
B) Describe the possible Level of Customer Expectation.
06. A) Describe the Service Quality Gap Model. (12 Marks)  
**OR**  
B) Explain the Service Recovery Strategies.