

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)
- Goods v/s Services.
  - Factors to be considered for choice of Location.
  - Two Kinds of Physical Evidence.
  - Concept of Service Marketing.
  - Agents and Brokers distribution Channels.
  - Franchising distribution Channel.
02. Write short notes: **(Any 4)** (16 Marks)
- Zone of Tolerance vary for Service Dimension.
  - Employee's critical roles in service delivery.
  - Zone of Tolerance.
  - Service Guarantees.
  - Levels of Customer Satisfaction.
  - 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.