

**B.Com. (Semester – V) Examination, April 2017**  
**Major – 1 : BUSINESS MANAGEMENT**  
**Marketing of Services – I (Old Course)**

Duration : 2 Hours

Total Marks : 80

**Instructions :** 1) **All questions are compulsory, however internal choice is available.**

2) **Answer sub-questions in Question 1 and Question 2 in not more than 100 words.**

3) **Answer Questions from Question 3 to Question 6 each in not more than 400 words.**

4) **Figures to the right indicate maximum marks to the question.**

1. Answer **any four** of the following :

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- a) Meaning of services.
- b) Role of service sector in India.
- c) Service blueprint meaning.
- d) Types of service processes (any two).
- e) Price mix – meaning.
- f) Service triangle – meaning.

2. Answer **any four** of the following :

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- a) Customer expectation – Meaning
- b) Zone of tolerance
- c) Strategies of Gap 1 as Gap model of service quality
- d) Customer satisfaction – Meaning.
- e) Unconditional guarantee
- f) Principles of defection management (any two).

3. a) Explain the factors responsible for the growth of service sector.

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OR

b) Describe the Service Components.

P.T.O.



4. a) Discuss the guidelines for managing service promotion mix.

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OR

b) Describe the components of physical evidence.

5. a) Describe the service quality dimensions.

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OR

b) Explain the factors determining customer satisfaction.

6. a) Explain the stages of Customer Compatibility Management.

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OR

b) Discuss the steps for developing and managing Customer Value Package.