

**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 :

16

- 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 :

16

- 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.

12

OR

b) Describe the Service Components.

P.T.O.

4. a) Discuss the guidelines for managing service promotion mix. 12

OR

b) Describe the components of physical evidence.

5. a) Describe the service quality dimensions. 12

OR

b) Explain the factors determining customer satisfaction.

6. a) Explain the stages of Customer Compatibility Management. 12

OR

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