



**SUB – 08**

**B.Com. (Semester – V) Examination, April 2017**  
**Major – I : BUSINESS MANAGEMENT**  
**Marketing of Services – I (New 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 in **not more than 400 words**.*

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

5) *Paper carries **maximum** of **80** marks.*

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

**16**

- a) Distinguish between services and goods. (any four points)
- b) Economic affluence leads to increase in services. How ?
- c) Factors affecting choice of location. (any two)
- d) Customer contact employees - a type of service personnel.
- e) Meaning of promotion mix.
- f) Meaning of service triangle.

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

**16**

- a) Meaning of zone of tolerance.
- b) Remote encounter.
- c) Strategies to reduce Gap 3 of Gap model of service quality.
- d) Components of service quality.
- e) Meaning of zero-defection culture.
- f) Any two functions of CRM.

3. a) Explain any three features of services and its marketing implications.

**12**

**OR**

b) Discuss the importance of service sector in India.

**12**

**P.T.O.**



4. a) What is pricing mix ? Explain any five special issues of pricing. 12
- OR
- b) Explain the components of physical evidence. 12
5. a) Explain the service quality dimensions. 12
- OR
- b) Explain the meaning and types of customer expectations. 12
6. a) Explain the various principles of defection management. 12
- OR
- b) What steps should be developed to manage customer value package ? 12