



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

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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