



**B.Com. (Semester – V) Examination, April/May 2019**  
**Major – I : BUSINESS MANAGEMENT**  
**Services Marketing – I (New Course)**

Duration : 2 Hours

Max. Marks : 80

- Instructions :**
- i) **All** questions are **compulsory**, however **internal choice** is available.
  - ii) Answer sub-questions in Question 1 and Question 2 in **not more than 100 words each**.
  - iii) Answer questions from Questions 3 to 6 in **not more than 400 words each**.
  - iv) Figures to the **right** indicate **maximum** marks to the question.
  - v) Paper carries maximum of **80** marks.

1. Answer **any four** of the following : **(4×4=16)**
- a) State and explain any two factors responsible for the growth of service sector.
  - b) Explain 'intangibility' as a feature of services and discuss its marketing implications.
  - c) Explain the 'augmented level' and 'potential level' of a service product.
  - d) Discuss any two special issues of pricing in a service sector.
  - e) Elaborate on any two guidelines for managing service promotion mix.
  - f) Explain the terms 'essential evidence' and 'peripheral evidence'.
2. Write short notes on **any four** of the following : **(4×4=16)**
- a) Any two components of service quality.
  - b) Phone encounters.
  - c) 'Reliability' as a service quality dimension.
  - d) 'Adequate service level' and 'zone of tolerance'.
  - e) Customer Value Package.
  - f) Any two principles of 'Defection Management'.



3. a) Explain the importance of service sector in India (any six points). 12
- OR
- b) State and explain any six differences between 'goods' and 'services'. 12
4. a) Elaborate on any six factors influencing the 'location of service premises'. 12
- OR
- b) Elaborate on the different types of service personnel. 12
5. a) Explain 'Gap One' of the 'Gap Model of Service Quality'. Describe the causes for the gap and the strategies for reducing it. 12
- OR
- b) State and explain any four factors affecting customer satisfaction. 12
6. a) What is 'service failure' ? Explain any five 'service recovery strategies'. 12
- OR
- b) Elaborate on the meaning and functions of 'Customer Relationship Management'. 12
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