



B.Com. (Semester – V) Examination, October 2015
Major – I : BUSINESS MANAGEMENT
Marketing of Services – I (New Course)

Duration : 2 Hours

Max. Marks : 80

- Instructions :** 1) Figures to the **right** indicate **maximum** marks.
2) Answer **each** new question on a **new** page.
3) Question 1 and 2 must be of **100** words and questions 3 to 6 of **400** words **approximately**.
4) There is an **internal choice** for questions from 3 to 6.

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

(4×4=16)

- Distinguish between services and goods. (four points)
- Influence of service sector on the economy.
- Importance of customer contact personnel.
- Factors affecting choice of channels. (any two points)
- Levels of a service product.
- Service blue print.

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

(4×4=16)

- Zone of tolerance.
- Remote encounter.
- Gap 1 of gap model of service quality and strategies to overcome the gap.
- Customer expectations.
- Importance of customer retention.
- Any four functions of CRM.

3. a) What are the different factors that influence the growth of service sector ?

12

OR

b) Explain any two features of services and their marketing implications.

12

P.T.O.



4. a) What do you mean by price mix ? Explain any three special issues of pricing in service sector. 12

OR

b) "Physical evidence consists of three components". Elaborate on the three components. 12

5. a) What do we mean by customer satisfaction ? What factors determine the customer satisfaction ? 12

OR

b) Explain any four service quality dimensions. 12

6. a) Explain the term customer value package and elaborate on the steps involved in developing it. 12

OR

b) How does Zero defection culture and unconditional guarantee help in reducing customer defection ? 12
