



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)

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

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

(4×4=16)

- a) Zone of tolerance.
- b) Remote encounter.
- c) Gap 1 of gap model of service quality and strategies to overcome the gap.
- d) Customer expectations.
- e) Importance of customer retention.
- f) 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
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