



B.Com. (Semester – V) Examination, October/November 2017
Major – I : BUSINESS MANAGEMENT
Marketing of Services – I (New Course)

Duration : 2 Hours

Max. 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 **each** in **not** more than **400** words.
4) Paper carries **maximum** of **80** marks.

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

16

- Explain the term 'services'.
- Write a brief note on 'Importance of service sector'.
- Explain any two roles of 'physical evidence'.
- Write a brief note on 'Service Triangle'.
- Explain the terms 'high contact personnel' and 'low contact personnel'.
- Explain any two types of 'service processes'.

2. Write short notes on **any four** of the following :

16

- Meaning of 'customer expectation'.
- Any two factors affecting 'customer satisfaction'.
- Remote encounters.
- 'Pleased' and 'excited' states of customer satisfaction.
- The 'first stage' of 'customer compatibility management'.
- The Unconditional Guarantee.



3. a) Explain 'inseparability' and 'intangibility' as features of services. Elaborate on their marketing implications. **12**
- OR
- b) Discuss the factors responsible for the growth of services. **12**
4. a) Explain the different levels of a 'service product'. **12**
- OR
- b) Elaborate on the benefits and challenges of using electronic channels for distribution of services. **12**
5. a) Explain 'Gap 4' of the 'Gap Model of Service Quality'. Describe the causes for the gap and the strategies for reducing this gap. **12**
- OR
- b) State and explain any four 'service quality dimensions'. **12**
6. a) Discuss the various steps involved in developing and managing the 'customer value package'. **12**
- OR
- b) Explain the term 'service failure'. Elaborate on any three service recovery strategies. **12**
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