



SRN – 11

**M.Com. (Semester – IV) Examination, April 2016**  
**COO4B3 : SERVICES MARKETING (OA – 18)**

Duration : 3 Hours

Max. Marks : 60

**Instructions :** 1) This paper consists of **nine** questions carrying **equal** marks.  
 2) Question No. 1 consists of **5 compulsory** questions of **2 marks each**.  
 3) Answer **any 5** questions from Question 2, 3, 4, 5, 6, 7, 8 and 9.  
 4) **Each** question carries **10** marks. Figures to the **right** indicate marks.

1. Answer the following short questions in brief : (5×2=10)
  - a) List the three types of service attributes.
  - b) Mention the basic focus strategies in services context.
  - c) State the elements of '5Ws' Model of marketing communication.
  - d) What are the four reasons for customers complaining about service offerings ?
  - e) What are the drivers for growth in personal care marketing in India ?
2. a) What do you mean by services ? 2  
 b) What are the salient features of services which complicate the task of marketing services effectively ? 8
3. 'Firms need to improve and develop new services to maintain a competitive edge'. Discuss the levels in the hierarchy of new service development. 10
4. Discuss which approach of pricing is the most fair to customers and why ? 10
5. Explain the role of marketing communication in services. 10
6. Differentiate among 'hard' and 'soft' customer-defined service standards and one time fixes. 10
7. Illustrate and explain the GAPS Model of service design and delivery with a suitable example. 10
8. a) Describe the characteristics of effective service guarantees. 5  
 b) Enumerate the guidelines for frontline employees to effectively handle customer complaints and service recovery. 5
9. Discuss the concept of market segmentation with reference to hospital services. 10