



SRN – 11

M.Com. (Semester – IV) Examination, April 2018
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 questions briefly : (5×2=10)
 - a) Define the term 'Services'.
 - b) What do you understand by moment-of-truth metaphor ?
 - c) What do you mean by desired service and adequate service ?
 - d) Give two points of distinction between procedural justice and interactional justice.
 - e) What is consultancy marketing ?
2. Briefly mention the reasons for the growth of the service industry. 10
3. "The ultimate aim of service process are to enable customer satisfaction and delight". In view of this statement, elaborate on the purchase process for services. 10
4. What actions could a bank take to encourage more customers to bank by phone, mail, internet or through ATM's rather than visiting a branch ? 10
5. Describe the specific pricing strategies for each of the four customer value definitions. 10

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6. Explain the role of 7 P's in : 5
- a) Personal care services. 5
 - b) Health care services. 5
7. What is service quality ? Discuss the dimensions which help consumers organize information about service quality in their minds. 10
8. a) Explain the different types of service encounters. 3
- b) Discuss the sources of pleasures and displeasures in service encounters. 7
9. Identify the factors that might influence an airline's decision whether or not to delete a loss making route through a cause and effect chart. 10
