

**Vidya Vikas Mandal's**  
**Shree Damodar College of Commerce & Economics, Margao, Goa**  
**F.Y. B. Com - Semester II, Semester End Examination, April 2018**  
**SERVICES MARKETING- I (GE 2)**

**Duration: 2Hours**

**Max. Marks: 80**

**Instructions:**

1. All questions are compulsory
2. Figures to the right indicate maximum marks

- Q1. Write short notes: (any 4) (16 Marks)
- a) Promotion Mix
  - b) Components of service
  - c) Choice of Channels
  - d) Customer expectations
  - e) Service Failure
  - f) The Zone of Tolerance
- Q2. Answer in 10-12 lines: (any 4) (16 Marks)
- a) Types of services
  - b) Special issues of pricing in a service sector
  - c) Importance of service employees in service delivery
  - d) Process Mix
  - e) Physical Evidence
  - f) Customer retention
- Q3. A). Define Service. Describe the factors responsible for growth of service sector in India (12 Marks)
- Or**
- X). Describe the role of service sector in an economy. (12 Marks)
- Q4. A). Distinguish between goods and services (12 Marks)
- Or**
- X). Explain the constituents of the Service mix (12 Marks)
- Q5. A). Describe the meaning and concept Services Triangle. (12 Marks)
- Or**
- X). Explain the major roles played by customers in service delivery (12 Marks)
- Q6. A) Explain the meaning of Service Encounters. Describe the types of service encounters (12 Marks)
- Or**
- X). Describe the Gap model of service quality (12 Marks)
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