

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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