

Vidya Vikas Mandal's  
Shree Damodar College of Commerce & Economics, Margao, Goa  
F.Y. B. Com - Semester II, **MAY/JUNE SUPPLEMENTARY EXAMINATION 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) Types of services
  - b) Promotion Mix
  - c) Choice of location
  - d) Customer Expectations
  - e) Zone of Tolerance
  - f) Customer retention
- Q2. Answer in 10-12 lines: (any 4) (16 Marks)
- a) Service Failure
  - b) Service Guarantees
  - c) Importance of service employees in service delivery
  - d) Service Recovery
  - e) Physical Evidence
  - f) Employee satisfaction
- Q3. A). Define Service. Describe the role of service sector in an economy. (12 Marks)
- Or**
- X). Describe the importance of the services sector in India (12 Marks)
- Q4. A). Explain the constituents of the Service mix (12 Marks)
- Or**
- X). Distinguish between goods and services (12 Marks)
- Q5. A). Describe the Gap model of service quality (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 meaning and concept Services Triangle. (12 Marks)
-