



**B.Com. (Semester – V) Examination, April 2018**  
**Major – I : BUSINESS MANAGEMENT**  
**Marketing of Services – I (New Course)**

Duration : 2 Hours

Max. Marks : 80

**Instructions :** 1) **All questions are compulsory, however, internal choice is available.**

2) **Answer sub-questions in question 1 and question 2 in not more than 100 words.**

3) **Answer questions from question 3 to question 6 each in not more than 400 words.**

4) **Paper carries maximum of 80 marks.**

1. Answer **any four** of the following :

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- State and explain any two points of distinction between 'goods' and 'services'.
- State and explain any two factors responsible for the growth of service sector.
- State and explain any two special issues of pricing in the service sector.
- State and explain any two factors affecting the choice of location of service premises.
- State and explain any two guidelines for managing service promotion mix.
- State and explain the two types of 'non contact employees'.

2. Write short notes on **any four** of the following :

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- 'Ideal service level' and 'desired service level'.
- Any two factors affecting customer satisfaction.
- Components of 'service quality'.
- Zone of tolerance.
- Service guarantees.
- CRM.



3. a) Explain 'variability' and 'perishability' as features of services. Elaborate on their marketing implications. 12

OR

- b) Discuss the importance of service sector in India. 12

4. a) What is a 'service process' ? Describe the 'service process matrix'. 12

OR

- b) Elaborate on 'Physical setting/Physical environment' as a component of 'Physical Evidence'. 12

5. a) Explain 'Gap 2' of the 'Gap Model of Service Quality'. Describe the causes for the gap and also the strategies for reducing this gap. 12

OR

- b) What are 'service encounters' ? Discuss the different types of service encounters. 12

6. a) Why is it important to reduce 'customer defections' ? Explain the three principles of defection management. 12

OR

- b) State and explain any four 'service recovery strategies'. 12