



**B.Com. (Semester – V) Examination, October/November 2018**  
**Major – I : BUSINESS MANAGEMENT**  
**Services Marketing – I**

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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- Explain “perishability” as a feature of service.
- Explain any two factors responsible for the growth of service sector.
- Explain any two guidelines for managing service promotion mix.
- Importance of ‘employee appearance’.
- Any two levels of a service product.
- Any two factors affecting choice of channels.

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

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- Customer expectation.
- ‘Reliability’ as a service quality dimension.
- Any two types of service encounters.
- Zone of tolerance.
- Customer compatibility management.
- Defection management.

3. a) Distinguish between goods and services giving examples for each.

12

OR

b) Discuss the importance of service sector in the Indian economy.

12

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4. a) Explain the various types of service personnel. 12  
OR  
b) Explain the concept 'service blueprint' and discuss its use. 12
5. a) Explain gap 3 from the "Gap Model of Service Quality". 12  
OR  
b) What is customer satisfaction ? Explain the factors determining customer satisfaction. 12
6. a) Elaborate on service recovery strategies. 12  
OR  
b) What is customer value package ? Explain the steps in developing and managing customer value package. 12