

VidyaVikasMandal's
Shree Damodar College of Commerce & Economics, Margao-Goa
F.Y.B.Com, Semester II, Supplementary Examination, May/June 2019
Service Marketing (GE-2)

Duration: 2 hrs

Marks: 80

Instruction: 1. All questions are compulsory
2. Start each question on a fresh page
3. Figures to the right indicate maximum marks

01. Write short notes: **(Any 4)** (16 Marks)
a) Franchising distribution Channel.
b) Special issues of Pricing in Service sectors.
c) Agents and Brokers distribution Channels.
d) Goods v/s Services.
e) Basic elements of Promotional Mix.
f) Concept of Service Marketing
02. Write short notes: **(Any 4)** (16 Marks)
a) Level of Customer Satisfaction.
b) Types of Service Encounters.
c) Zone of Tolerance.
d) Customer Retention.
e) Zone of Tolerance vary for Service Dimension
f) Service Guarantees.
03. A) Describe the component of Services with examples. (12 Marks)
OR
B) Explain the Role of Services in an Economy and its overview.
04. A) Describe the Types of Service Personnel. (12 Marks)
OR
B) Define Service Product. Explain the Five Levels of Products with Examples
05. A) Explain the possible Level of Customer Expectation. (12 Marks)
OR
B) Describe the Factors Influencing Customer Satisfaction.
06. A) Define Service Culture. Illustrate the Service Triangle. (12 Marks)
OR
B) Explain the Service Quality Gap Model.