

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)
- Franchising distribution Channel.
 - Special issues of Pricing in Service sectors.
 - Agents and Brokers distribution Channels.
 - Goods v/s Services.
 - Basic elements of Promotional Mix.
 - Concept of Service Marketing
02. Write short notes: **(Any 4)** (16 Marks)
- Level of Customer Satisfaction.
 - Types of Service Encounters.
 - Zone of Tolerance.
 - Customer Retention.
 - Zone of Tolerance vary for Service Dimension
 - 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.