



B.Com. (Semester – V) Examination, October/November 2016
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 is not more than 100 words.**
 - 3) **Answer questions from question 3 to question 6 each in not more than 400 words.**
 - 4) **Figures to the right indicate maximum marks to the question.**
 - 5) **Paper carries maximum of 80 marks.**

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

16

- a) Importance of service sector in India.
- b) Perishability of services and its marketing implications.
- c) Any two Levels of service product.
- d) Choice of channels.
- e) Role of physical evidence.
- f) Service blueprint.

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

16

- a) Types of customer expectations (any two).
- b) Any two service quality dimensions.
- c) Face to face encounter.
- d) The zone of tolerance.
- e) Any two principles of defection management.
- f) Unconditional guarantee-meaning.



3. a) Explain any six factors responsible for the growth of service sector. 12
OR
b) Distinguish between goods and services. 12
4. a) Explain the guidelines for managing service promotion mix. 12
OR
b) Explain any six factors that affect the choice of location. 12
5. a) What is customer satisfaction ? Explain any five factors that determine customer satisfaction. 12
OR
b) Explain the Gap models 1 and 2 of service quality and also give its causes and solution for reducing the gap. 12
6. a) Explain the stages of customer compatibility management. 12
OR
b) What is customer relationship management ? Explain any of its five functions. 12
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