B.Com. (Semester – V) Examination, October/November 2016

Major – I : BUSINESS MANAGEMENT (Old Course)

Marketing of Services – I

Duration : 2 Hours   Total Marks : 80

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

2) *Answer sub-questions in question No. **1** and question No. **2** in **not** more than **100** words.*

3) *Answer questions from question No. **3** to question No. **6** each in **not** more than **400** words.*

4) *Figures to the **right** indicate maximum marks to the question/sub-question.*

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

1. Answer **any four** of the following :   16

   a) State and explain any two roles of service sector in India.

   b) Write a note on service components.

   c) Explain the terms core service level and expected service level.

   d) Discuss any two issues of pricing in a service sector.

   e) State and explain any two guidelines for managing service promotion.

   f) Write a note on services triangle.

2. Write short notes on **any four** of the following :   16

   a) Remote encounters.

   b) Ideal service level Vs Desired service level.

   c) Reliability and responsiveness as service quality dimensions.

   d) Zone of tolerance.

   e) Concept of customer value package.

   f) CRM.

3. a) State and explain any 6 factors responsible for the growth of service sector. **12**

   OR

   b) Explain variability and intangibility as characteristics of services. Discuss their marketing implications.

4. a) State and explain any 6 factors affecting the choice of location of service premises. **12**

   OR

   b) Explain the term service process. Discuss the various types of service processes with the help of a matrix diagram.

5. a) Elaborate on any 4 factors affecting customer satisfaction. **12**

   OR

   b) Discuss Gap 1 and Gap 2 of the Gap Model of service quality. Elaborate on the strategies for reducing both the gaps.

6. a) What is customer compatibility management ? Explain its second stage. **12**

   OR

   b) What is service failure ? Explain any 4 service recovery strategies.