



B.Com. (Semester – V) (Old Course) Examination, April 2016
Major – 1 : Business Management
MARKETING OF SERVICES – I

Duration : 2 Hours

Max. Marks : 80

- Instructions :** 1) Figures to the **right** indicate maximum marks.
2) Answer **each** new question on a new page.
3) Question 1 and Question 2 must be of **100** words and question 3 to 6 of **400** words approximately.
4) **All** questions are **compulsory**.
5) Paper carries maximum of **80** marks.

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

16

- Meaning of services.
- Service environment and service delivery as service components.
- Any two levels of service product.
- Service triangle.
- Meaning of Service blueprint.
- Indirect channels.

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

16

- Zone of Tolerance.
- Meaning of customer satisfaction.
- Customer compatibility management-meaning.
- Welcome and encourage complaints as service recovery strategy.
- Causes of gap 4 of the gap model of service quality.
- Remote encounter as type of encounters.



3. a) Describe the types of service processes. 12
- OR
- b) Discuss the guidelines for managing service promotion mix. 12
4. a) Explain the factors responsible for the growth of service sector. 12
- OR
- b) Describe the features of service. 12
5. a) Discuss the factors affecting customer satisfaction. 12
- OR
- b) Elaborate the service quality dimensions. 12
6. a) Explain the steps for developing and managing customer value package. 12
- OR
- b) Discuss the principles of defection management. 12
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