



SID – 06

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

Duration : 2 Hours

Total Marks : 80

- Instructions :**
- 1) **All questions are compulsory, however internal choice is available.**
 - 2) **Answer sub-questions in question 1 and question 2 in 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) State and explain any two factors responsible for the growth of service sector.
 - b) State and explain any two “special issues” of pricing in a service sector.
 - c) Explain the terms “core service level” and “potential service level” with respect to a service product.
 - d) State and explain any two guidelines for managing service communication/promotion.
 - e) Distinguish between “peripheral evidence” and “essential evidence”.
 - f) Write a note on “importance of service sector in India”.

2. Write short notes on **any four** of the following : **16**
 - a) “Technical quality” and “functional quality”.
 - b) Service guarantee
 - c) Remote encounters
 - d) Strategies to reduce Gap 1 of the Gap Model of service quality
 - e) Any two functions of CRM
 - f) Any two service quality dimensions.

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3. a) Distinguish between "goods" and "services" (any six points). 12
 OR
 b) Discuss "inseparability" and "variability" as features of services. What are their marketing implications ?
4. a) What is a service "process mix" ? With the help of a matrix diagram explain the different types of service processes. 12
 OR
 b) State and explain any six factors affecting the choice of location of service premises.
5. a) What is "customer expectation" ? State and explain its different levels or states. 12
 OR
 b) Explain the various factors which affect customer satisfaction.
6. a) State the three stages of customer compatibility management and elaborate on its SECOND STAGE. 12
 OR
 b) Explain the term "customer defection". State and explain the principles of "defection management."