



**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

- a) Meaning of services.
- b) Service environment and service delivery as service components.
- c) Any two levels of service product.
- d) Service triangle.
- e) Meaning of Service blueprint.
- f) Indirect channels.

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

16

- a) Zone of Tolerance.
- b) Meaning of customer satisfaction.
- c) Customer compatibility management-meaning.
- d) Welcome and encourage complaints as service recovery strategy.
- e) Causes of gap 4 of the gap model of service quality.
- f) 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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