



**B.Com. (Semester – V) Examination, October 2012**  
**Major – I : BUSINESS MANAGEMENT**  
**Marketing of Services – I**

Duration : 2 Hours

Max. Marks : 80

- Instructions :**
- 1) **All questions are compulsory, however internal choice is available.**
  - 2) **Answer sub-questions in question I and question II in not more than 100 words.**
  - 3) **Answer questions, from question III to question VI 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.**

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

16

- a) Inseparability as a feature of service
- b) Steps in service blue print in brief
- c) Any two components of service
- d) Customer contact employees as a type of service personnel
- e) Short note on “Physical facilities” in service
- f) Types of service encounters.

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

16

- a) Various types of service processes
- b) “Assurance” as a service quality dimension
- c) Importance of service encounters
- d) Customer relationship marketing
- e) Customer compatibility management
- f) “Defection Management”.

P.T.O.



- III. a) Explain any six key factors which have contributed to the growth of service sector. 12
- OR
- b) Differentiate between goods and services with examples for each point. 12
- IV. a) State and explain special issues that must be considered while setting pricing for services. 12
- OR
- b) Describe the factors that influences the choice of location of service site. 12
- V. a) What is customer expectation ? Explain the types of customer expectations. 12
- OR
- b) What do you understand by quality gaps ? Explain gap model of service quality. 12
- VI. a) What is service recovery ? Explain important service recovery strategies. 12
- OR
- b) Describe the various steps for developing and managing the customer value package.
-