



SK – 13

B.Com. (Semester – V) Examination, April 2012
Major – 1 : BUSINESS MANAGEMENT
Marketing of Services – I

Duration: 2 Hours

Max. Marks: 80

- Instructions:**
- i) **All** questions are **compulsory**, however **internal** choice is available.
 - ii) Answer sub-questions in Question 1 and Question 2 in not more than **100** words.
 - iii) Answer questions from Question 3 to Question 6 in not more than **400** words.
 - iv) Figures to the **right** indicates **maximum** marks to the question/subquestion.
 - v) Paper carries **maximum** of **80** marks.

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

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- a) Explain any two factors responsible for the growth of service sector.
- b) Explain any two 'service components'.
- c) Write a note on 'employee appearance'.
- d) Briefly discuss the role of electronic channels in the distribution of services.
- e) Write a note on 'core service' and 'expected product'.
- f) Explain the concept of a 'service triangle'.

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

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- a) With reference to the 'Gap model of service quality', explain the 'Gap 1' and give any one strategy to overcome it.
- b) Explain the 'Zone of tolerance'.
- c) Discuss the components of 'service quality'.
- d) Write a note on 'remote encounter's.
- e) Explain the concept of 'unconditional guarantee'.
- f) Explain any two functions of a CRM program.

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3. a) Explain the feature of ^{perishability} 'punishability' with reference to services. How can a service term overcome this problem ? 12
- OR
- b) Discuss the role played by the service sector in a developing economy like India. 12
4. a) Explain any four guidelines for managing service promotion mix. 12
- OR
- b) Explain the term "physical evidence". What is its role in the marketing of services ? 12
5. a) Explain any four 'service quality dimensions' with examples. 12
- OR
- b) Explain the factors affecting customer satisfaction. 12
6. a) Explain any four service recovery strategies. 12
- OR
- b) Explain the stages in customer compatibility management. 12
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