



OM – 07

B.Com. (Semester – V) (Repeat) Examination, April 2015
Major – I : BUSINESS MANAGEMENT
Marketing of Services – I

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/ sub-question.*
- 5) *Paper carries maximum of **80** marks.*

1. Answer **any four** of the following. 16
- a) Explain 'intangibility' as a characteristic of services. What are its marketing implications ?
- b) State and explain any two levels of a service product.
- c) Discuss the special issues of pricing in the service sector.
- d) Write a note on 'Service Blue print.
- e) Describe any two roles of 'Physical Evidence'.
- f) Explain in brief the four components of a service.
2. Write notes on **any four** of the following. 16
- a) Zone of Tolerance.
- b) Any two factors affecting customer satisfaction.
- c) 'Gap 1' of the Gap model of service quality.

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- d) Remote encounters Vs face-to-face encounters.
- e) Any two principles of 'Defection Mgt.'
- f) CRM.

3. a) Discuss any six factors which have contributed to the growth of service sector. 12

OR

b) Distinguish between 'goods' and 'services' (any six points).

4. a) What is 'franchising' ? Discuss its advantages and challenges from the point of both the franchisee and the franchiser. 12

OR

b) State and explain any six guidelines for managing service promotion.

5. a) What is 'customer expectation' ? State and explain its four levels. 12

OR

b) Discuss the concept of 'service quality'. Elaborate on any four service quality dimensions.

6. a) Describe in detail the six steps for developing and managing 'customer value package'. 12 (

OR

b) State and explain any six 'service recovery strategies'.
