



**B.Com. (Semester – V) Examination, October 2015**  
**Major – I : BUSINESS MANAGEMENT**  
**Marketing of Services – I (New Course)**

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 **2** must be of **100** words and questions **3** to **6** of **400** words **approximately**.  
4) There is an **internal choice** for questions from **3** to **6**.

1. Answer **any four** of the following. (4×4=16)
  - a) Distinguish between services and goods. (four points)
  - b) Influence of service sector on the economy.
  - c) Importance of customer contact personnel.
  - d) Factors affecting choice of channels. (any two points)
  - e) Levels of a service product.
  - f) Service blue print.
2. Answer **any four** of the following. (4×4=16)
  - a) Zone of tolerance.
  - b) Remote encounter.
  - c) Gap 1 of gap model of service quality and strategies to overcome the gap.
  - d) Customer expectations.
  - e) Importance of customer retention.
  - f) Any four functions of CRM.
3. a) What are the different factors that influence the growth of service sector ? 12

OR

  - b) Explain any two features of services and their marketing implications. 12





4. a) What do you mean by price mix ? Explain any three special issues of pricing in service sector. 12

OR

- b) "Physical evidence consists of three components". Elaborate on the three components. 12

5. a) What do we mean by customer satisfaction ? What factors determine the customer satisfaction ? 12

OR

- b) Explain any four service quality dimensions. 12

6. a) Explain the term customer value package and elaborate on the steps involved in developing it. 12

OR

- b) How does Zero defection culture and unconditional guarantee help in reducing customer defection ? 12