

CARMEL COLLEGE OF ARTS, SCIENCE & COMMERCE FOR WOMEN
SEMESTER END EXAMINATION, APRIL 2019

Semester: II B.Com Subject: SERVICES MARKETING

Subject Code: GE2

Total Marks: 80

Date: 20/04/2019

Duration: 2Hrs

Instructions: 1. All questions are compulsory.

2. Figures to the right indicate marks.

Q.I. Answer any FOUR from the following.

(4x4=16)

1. Briefly explain the role of service sector in India.
2. Explain the importance of choice of location in services marketing.
3. What is direct channel in the choice of channels?
4. Explain the meaning of service encounter.
5. Explain the concept of service triangle.
6. What do you mean by customer retention?

Q. II .Write short notes on any FOUR of the following.

(4x4=16)

1. Explain the meaning of service guarantee?
2. State the components of physical evidence with an example.
3. Explain the role of service intermediaries.
4. Explain the meaning of augmented level in service marketing.
5. Discuss the importance of service environment in service delivery.
6. Explain the meaning of customer satisfaction.

Q.III (A) Briefly give an overview of service sector in India.

(12)

OR

Q.III (B) What are the factors responsible for the growth of service sector? Explain classification of services.

(12)

Q.IV(A). Explain various factors influencing choice of location.

(12)

OR

IV (B). Explain the major issues of place mix in services.

(12)

V (A). Explain types of customer expectations.

(12)

OR

V (B). Explain the Zone of Tolerance and factors affecting customer satisfaction.

(12)

VI.(A). Discuss critical importance of service employees in service delivery.

(12)

OR

VI. (B). What is Gap model of service quality? Explain various strategies for each gap.

(12)
