

M.Com. (Semester IV) Examination, August, 2020

**COO 419 : SERVICES MARKETING (OA-18A)**

Duration: 2 Hours

Maximum Marks: 30

**Instructions:** 1) Question No.1 consists of 5 compulsory questions of 2 marks each.

2) Answer any four (4) questions from 2,3,4,5,6,&7.

3) Figures to the right indicate marks assigned to the questions.

**Q1)** Answer the following questions.

(5x2=10)

- a What are Self – Service Technologies?
- b Explain the concept of Scripting with the help of an example.
- c What is Service Positioning?
- d Explain the concept of Service Guarantees.
- e Who are Irates?

**Q2)** Discuss the Reasons for the Growth of Service Marketing in all the major economies of the world. (5)

**Q3)** Explain briefly the Process for setting up a Good Customer – Defined Service Standard. (5)

**Q4)** Enumerate the various Approaches adopted by the Service Marketers to Educate their Customers to enable them to participate well in the service delivery. (5)

**Q5)** Explain the various factors leading to the Listening GAP and Communication GAP. (5)

**Q6)** Discuss the various Service Recovery Strategies adopted by the Service Marketers. (5)

**Q7)** Explain the concept of Adequate Service and the various factors influencing the Adequate Level of Service. (1+4)

\*\*\*\*\*