

**GOVERNMENT COLLEGE OF COMMERCE AND ECONOMICS
BORDA, MARGAO GOA**

B.com (Sem. II) SEMESTER END EXAMINATION, JULY 2021

(Under OS-1 Covid-19 pandemic)

GE2- Services Marketing- I

Duration	Answering	02 Hours	Max Marks 40	No of pages:01
	Online Submission	01 Hour		

Instructions: (i) All Questions are compulsory.

(ii) Figures to the Right indicate full marks.

(iii) Students need to submit Handwritten. answer paper scanned in whiteboard mode in a single PDF file only.

1. Answer the following (Any 5)

(5x2=10)

- Explain any 3 Factors responsible for growth of service sector
- Write a short note on role of service sector in an economy.
- Write a short note on Physical Evidence.
- Explain three factors affecting choice of location.
- Write a short not on customer Expectations.
- Explain fixed and Variable cost as a factor affecting Pricing decisions.
- Explain in brief Service Delivery.
- Explain any three types of Service Encounters.

2. Answer the following (Any 6)

(6x5=30)

- Define services and explain in detail various service components.
- Explain in detail the importance of the service sector in India.
- Define service product. Explain in detail the levels of service product.
- You are a manager in a service providing company. What are the Guidelines you will adopt to manage Service Promotions?
- Jerson is an owner of a retail outlet who desires to increase sales. What are the factors he will consider to attract and the customers?
- Explain in detail The Zone of Tolerance and various factors that influence desired and predicted services.
- Explain service failure and suggest strategies to overcome them.
- Explain Gap Models and propose strategies for each gap.

THE END