

B. Com (II Semester) End Examination, April 2018
Government College of Commerce and Economics, Borda,
Margao- Goa

Service Marketing - Paper-I

Time 2hrs

Total Marks: 80

Instructions:

1. Attempt all questions.
2. Figures to the right indicate full marks.
3. Answer subquestions in Q 1 and Q 2 in not more than 100 words.
4. Answer sub questions in Q 3 to Q6 in not more than 400 words.



Q.I Answer any four of the following questions.

(16)

1. What is meant by service act? Write any two definitions of service.
2. Write any four factors responsible for growth of service sector.
3. Explain the four levels of service product.
4. Describe the types of services.
5. Write any four special issues of pricing in services.
6. What is the importance of physical evidence in services?

Q.II Answer any four of the following questions.

(16)

1. Explain the meaning of service quality.
2. Describe the zone of tolerance.
3. Write any four service recovery strategies.
4. Write a note on desired service level.
5. Explain the concept of service culture.
6. What is meant by states of satisfaction?

Q.III. A. Describe the role of service sector in an economy with special reference to Indian economy?

(12)

OR

Q.III. B. What is the importance of people mix in services? Describe the types of service personnel?

(12)

Q. IV. A. As a service provider how will you make a choice of channel of service? (12)

OR

Q. IV. B. Explain in detail the four components of service. (12)

Q.V. A. Explain the Gaps Model of service quality. (12)

OR

Q.V. B. Explain the factors affecting customer satisfaction. (12)

Q.VI. A. Do you think employees play important role in service delivery? Give reasons in support of your views. (12)

OR

Q.VI. B. Describe the types of customer satisfaction in detail. (12)

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