

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

SERVICES MARKETING - I (GE 2)

Semester: II

Duration: 2 hours

Max. Marks: 80

Instructions:

- i) All questions are compulsory.
 - ii) Answer sub-questions in Question no. 1 and Question no. 2 in not more than 100 words each.
 - iii) Answer question no. 3 to Question no. 6 in not more than 400 words each.
 - iv) Figures to the right indicate maximum marks to the question.
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Q.1. Answer any four of the following:

(4x4 = 16 marks)

- a) Give four points of difference between goods and services.
- b) Explain the types of business services.
- c) Explain four factors to be considered when choosing a warehouse.
- d) Explain the dimensions of product mix.
- e) Explain the meaning of direct channel of distribution.
- f) Explain the meaning of franchising.

Q.2. Answer any four of the following

(4x4 = 16 marks)

- a) What is meant by customer satisfaction?
- b) Explain the types of customer needs.
- c) Explain the categories of customer preferences.
- d) Explain the components of service triangle.
- e) State the benefits of service guarantee.
- f) Explain the meaning of service culture.

Q.3.a. Explain the meaning of transportation and the factors to be considered while choosing a particular mode of transport. (12 marks)

OR

b. Explain the importance of the service sector in the economy. (12 marks)

Q.4.a. Explain the meaning of product mix and the level of service product. (12 marks)

OR

b. Explain the factors affecting pricing. (12 marks)

Q.5.a. Explain the factors affecting customer satisfaction. (12 marks)

OR

b. Explain the states of customer satisfaction. (12 marks)

Q.6.a. Explain service failure and recovery strategy. (12 marks)

OR

b. What is service delivery? Explain the elements. (12 marks)
