

SARASWAT VIDYALAYA'S
SRIDORA CACULO COLLEGE OF COMMERCE & MANAGEMENT STUDIES
Khorlim, Mapusa - Goa
B.COM. SECOND SEMESTER END EXAMINATION (CBCS), JULY 2021

DURATION: 2 Hours

Sub: Service Marketing

Max Marks: 40

Instructions: 1. All questions are compulsory, however internal choice is available.
2. Figures to the right in the bracket indicate maximum marks to the question / sub-question.

Q1. Answer any 5 of the following.

(2x5=10)

- i. Explain in brief any **two** factors responsible for growth of service sector.
- ii. How can you differentiate between Goods and Services? (any 2 points)
- iii. State and explain any two types of Customer Expectations.
- iv. Explain any two determinants of customer satisfaction.
- v. Explain Direct Marketing as an element of promotion mix.
- vi. What do you mean by 'Augmented Level' of service products?
- vii. State and explain in brief any two Service Recovery Strategies.
- viii. What are the benefits of Customer Retention to service firm. (2 points)

Q.2. Answer any 6 of the following.

(5x6=30)

- i. 'Service marketer can overcome the problem of service perishability'.
Explain.
- ii. Write a brief note on 'Zone of Tolerance'.
- iii. Explain in brief any four factors influencing the choice of a location.
- iv. Explain in brief 'People Mix'.
- v. Explain the concept of 'Service Encounter' with suitable examples.
- vi. Briefly explain any two dimensions of **SERVQUAL**.
- vii. Explain the Nature of Service Act.
- viii. Explain various factors influencing customer expectations.