

**SARASWAT VIDYALAYA'S**  
**SRIDORA CACULO COLLEGE OF COMMERCE & MANAGEMENT STUDIES**  
**KHORLIM, MAPUSA, GOA.**  
**F. Y. BCOM SECOND SEMESTER END EXAMINATION JUNE, 2022**  
**W.E.F 2017-18 (CBCS)**

**Duration: 2 Hours**

**Max Marks: 80**

**Services Marketing**

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*Instructions: 1) All questions are compulsory, however internal choice is available.*

*2) Answer sub-questions in question 1 and question 2 in not more than 100 words each.*

*3) Answer question 3 to question 6 in not more than 400 words each.*

*4) Figures to the right in the bracket indicate maximum marks to the question/sub-question.*

Q1. Answer **Any Four** of the following. (4x4=16)

- a. Importance of service sector
- b. Distinction between Goods & Services.
- c. Franchising
- d. Electronic channel
- e. Zone of tolerance
- f. Types of service Encounters

Q2. Write short note on any four of the following. (4x4=16)

- a. Service Product
- b. Role of services in Indian service sector
- c. Types of service process
- d. Components of physical evidence
- e. Direct Channel
- f. Types of services

Q.3. State and explain in brief any two classifications of service sector. 12  
OR

Q.3. Explain various factors responsible for the growth of Service Sector. 12

Q.4. Explain different levels of service products with suitable examples. 12  
OR

Q.4. What are the various types of Service Personnel in service organisations. 12

Q5. What do you mean by customer expectations? Explain factors influencing customers expectations. 12  
OR

Q.5. Discuss various factors influencing customer satisfaction. 12

Q6. What is service Promotion Mix? Briefly explain the guidelines for managing service promotion. 12  
OR

Q6. Explain in brief service price Mix. 12