

SARASWAT EDUCATION SOCIETY'S
SRIDORA CACULO COLLEGE OF COMMERCE & MANAGEMENT STUDIES
KHORLIM, MAPUSA, GOA.
F. Y. BCOM SECOND SEMESTER END EXAMINATION REPEAT APRIL, 2024
W.E.F 2017-18 (CBCS)

Duration: Two Hours

Max Marks: 80

SERVICES MARKETING (GE 2)

- 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. Explain briefly any one classification of service scheme.
- b. Distinction between Goods & Services.
- c. Write short note on service encounter and service delivery.
- d. Write note on core and expected levels of service product.
- e. Explain briefly channels of distribution of services.
- f. Briefly explain role of pricing.

Q2. Answer **Any Four** of the following. (4x4=16)

- a. Write note on Zone of tolerance.
- b. Explain different types of customer expectations.
- c. Explain characteristics of good Guarantee.
- d. Explain briefly any 4 customer retention strategies.
- e. Write short note on service triangle.
- f. Briefly explain characteristics of a good guarantee.

Q3. Explain characteristics of service. 12

OR

Q3. Service sector is important for the growth of Indian Economy. Explain. 12

Q4. Write in detail about the various types of Service Personnel in service organisations. 12

OR

Q4. Elaborate on special issues involved in pricing of services. 12

Q5. Discuss various factors influencing Customer Satisfaction. 12

OR

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

Q6. Explain various service recovery strategies. 12

OR

Q6. What is Service Encounter? Explain different type of encounters. 12