



S-2595

M. Com. - I (Sem. I) Examination
March / April – 2011
Service Marketing : Paper - 105

Time : 3 Hours]

[Total Marks : 70

Instructions :

(1)

नीचे दशांशवैव निशानीवाणी विगतो उत्तरवही पर अवश्य लक्षणी. Fillup strictly the details of signs on your answer book.	Seat No. :
Name of the Examination :	<input type="text"/>
<input type="text" value="M. Com. - I (SEM. 1)"/>	<input type="text"/>
Name of the Subject :	<input type="text"/>
<input type="text" value="SERVICE MARKETING - 105"/>	<input type="text"/>
Subject Code No. : <input type="text" value="2"/> <input type="text" value="5"/> <input type="text" value="9"/> <input type="text" value="5"/>	Section No. (1, 2,...): <input type="text" value="Nil"/>
Student's Signature	

- (2) All question carry **equal** marks .
(3) Question 1 is **compulsory**.

1 Discuss the scope of service marketing,also discuss the methods of designing service delivary system. 14

2 Discuss the various components of service, Taking an example of service you are familier with. 14

OR

2 What is the importance of services marketing for a developing country like india? 14

3 How is a firms service marketing affected by the macro-environment. Give example to illustrate your answer. 14

OR

3 What specific problems are faced by service organizations? Now can the firm over come these problems ? 14

4 Describe the meaning and types of service expectations ? What are the issues involved in service expectations. 14

OR

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[Contd...

- 4 Take an example of a service industry ,to discuss the factors involved in consumer exapctations. 14
- 5 Write short notes : any two 14
- (1) Customer satisfaction.
 - (2) Strategies to influence customer perception.
 - (3) Service facility.
 - (4) Growth of consumer and industrial services.
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