

2012

M. Com.

3rd Semester Examination

MARKETING OF SERVICES

PAPER — COM-305(M)

Full Marks : 50

Time : 2 Hours

*The figures in the right-hand margin indicate full marks.*

*Candidates are required to give their answers in their own words as far as practicable.*

*Illustrate the answers wherever necessary.*

**Unit—I**

**[Marks : 20]**

1. Answer any two of the following questions : 5×2
  - (a) What are the basic characteristics of services as compared with goods ?
  - (b) Explain in brief, the concept of service guarantee.
  - (c) What are the main reasons for growing share of the service sectors in all major economics of the world ?
  - (d) What do you understand by the term service Quality ? Is good service quality a cost or a revenue provider ? Discuss with the help of examples.
  
2. Answer any one of the following questions : 10×1
  - (a) Write short notes on :
    - (i) Concepts of service theatre.

- (ii) Emergence of automation and new technologies in services. 5+5
- (b) Discuss on the relevance of the life cycle concept to service products. 10

**Unit—II**

**[Marks : 20]**

3. Answer any two of the following questions : 5×2
- (a) Explain in brief, the role of service employee in service delivery.
- (b) Distinguish between traditional marketing and relationship marketing.
- (c) 'A complaint is a gift and the customer who complains is your friend'. Do you agree with the statement? Justify your answer.
- (d) Taking the example of an insurance company, explain the various elements of services marketing mix.
4. Answer any one question from the following : 10×1
- (a) Write short notes on :
- (i) Physical evidence of service;
- (ii) Concept of service blueprint.
- (b) "The cut-throat competition existing in the Indian Banking Sector has left the bank marketers with nothing but superior customer service." How far do you agree with the statement?

**[Internal Assessment : 10 Marks]**