4. Discuss the necessity of physical evidence in service marketing with suitable example. What should be the characteristics of physical evidence in the context of service marketing. 7+7=14

UNIT-III

5. What is service recovery? Discuss the strategies normally followed for recovery of service failure. 5+9=14

6. Compare and contrast between : 14

   (i) Customer Expectation

   (ii) Customer Perception

   (iii) Customer Satisfaction

UNIT-IV

7. Discuss about the types of Service Innovation. 14

8. Give a outline about the issues and measure for improvement of the health service marketing of North East India. 14

UNIT-V

9. Explain the need for delivering quality service by the service firms. 14

10. "Service Quality is difficult to deliver to customer as it can not be measured."— Do you agree? Give reasons in support of your answer. 14

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PG (Even) Semester Examination, September, 2023

COMMERCE

(4th emester)

Course No.: COMCC-404 (MR)

(Service Marketing)

Full Marks: 70

Pass Marks: 28

Time: 3 hours

The figures in the margin indicate full marks for the questions.

Answer any five questions, taking one from each unit.

UNIT-I

1. Discuss the factors responsible for growth of service sector in India. 14

2. State the difference between goods marketing and service marketing. "These distinctions are gradually fading over time"— Do you agree or not? Give reasons in support of your answer. 10+14=14

UNIT-II

3. "Concept of service marketing has changed over a period of time."— Elaborate the reasons of change in the concepts. 14