PG Even Semester Exam, 2024

Commerce

4th Semester

COURSE NO. COMCC – 404 MR

[Services Marketing]

Full Marks : 70
Pass Marks : 28

Time : 3 hours

The figures in the margin indicate full marks for the questions

Answer five questions, taking one from each Unit

UNIT-I

1. Explain the factors responsible for the growth of service sector in India. 14
2. Define Service. Discuss the challenges confronted by the service sector in India. 4+10=14

UNIT-II

3. Write a detailed note on service marketing mix. 14
4. Define service scope. State the types and role of service scape. 4+10=14

UNIT-III

5. What do you mean by 'service failure'? Explain the service recovery strategies. 4+10=14
6. What do you mean by 'customer expectation'? Explain the factors influencing customer expectation of services. 5+9=14

UNIT-IV

7. Define service innovation. Discuss the various stages of service innovation. 4+10=14
8. Write a detailed note on marketing of tourism services in India. 14

UNIT-V

9. Explain in details the 'SERVQUAL' model. 14
10. Define service quality. Explain any five dimensions of service quality. 4+10=14

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