



**SB-3399**

**M. Com. (Sem. II) Examination**

**March / April - 2011**

**205 - Service Marketing : Paper - V**

Time : 3 Hours]

[Total Marks : 70

**Instructions :**

(1)

नीचे दर्शावेक निशानीवाणी विगतो उत्तरवही पर अवश्य कभवी. 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. (SEM. 2)"/>	<input type="text"/>
Name of the Subject :	<input type="text"/>
<input type="text" value="205 - SERVICE MARKETING : PAPER - 5"/>	<input type="text"/>
Subject Code No. : <input type="text" value="3"/> <input type="text" value="3"/> <input type="text" value="9"/> <input type="text" value="9"/>	<input type="text" value="Student's Signature"/>
Section No. (1, 2,.....) : <input type="text" value="NIL"/>	

- (2) The figure to the right indicate mark.
- (3) Write your answer briefly and to the point.
- (4) Give examples.

1 Answer any seven : (2 marks each) 14

- (i) Define 'Customer Relationship'.
- (ii) Briefly mention challenges of service design.
- (iii) What is meant by service intermediaries.
- (iv) What is the key characteristics of service blue printing ?
- (v) Mention the importance of service market in our economy.
- (vi) What is a service ?
- (vii) Mention one of the key emerging service and its importance.
- (viii) What are the levels of Relationship Strategies ?

2 Explain the meaning of relationship marketing and factors influencing relationship value. 14

**OR**

2 Explain the concept of regain management and its importance for a firm. 14

**3** Explain in detail the stages in new service development, taking the example of Insurance Marketing. **14**

**OR**

**3** Explain in detail the challenges of service design and types of new services. Give example to elaborate your answer. **14**

**4** Explain the meaning of service intermediaries. Detail the advantages and disadvantages of different service delivery through intermediaries. **14**

**OR**

**4** Explain the type of service intermediaries and the common issues involving intermediaries. **14**

**5** Write short notes : (any two) **14**

(i) Bank Marketing : Issues and Challenges

(ii) Behavioural Profile in Tourism Marketing

(iii) Benefits to customers in Relationship Marketing.

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