



SC-3310

M. Com. (Part - I) Examination

April / May - 2011

Service Marketing Management : Paper - II

Time : 3 Hours]

[Total Marks : 70

सूचना :

(1)

नीचे दृशावेक निशानीवाणी विगतो उत्तरवडी पर अवश्य लपवी. Fillup strictly the details of signs on your answer book.	Seat No. :
Name of the Examination : M. Com. (Part - 1)	<input type="text"/> <input type="text"/> <input type="text"/> <input type="text"/> <input type="text"/> <input type="text"/>
Name of the Subject : Service Marketing Management : Paper - 2	<input type="text"/>
Subject Code No. : 3 3 1 0 Section No. (1, 2,.....): Nil	

(2) The figure to the right indicate marks.

1 Explain the concept and scope of Service marketing 14  
why is it important for country like India ?

2 Explain the types of service expectations and the issues 14  
involved in the customer service expectations.

OR

2 Explain the customer perception of services and the 14  
strategies for influencing customer perception.

3 Discuss the goals of relationship marketing. What factors 14  
must be kept in mind for influencing relationship value ?

OR

3 Explain the various stages in detail, in new 14  
service development.

- 4 Explain the types of service intermediaries and the advantages and disadvantages of different service delivery through intermediaries. 14

OR

- 4 Which are the key emerging services in India. 14  
What is the scope of service marketing in India ?
- 5 Write short notes : (any two) 14
- (1) Methods of designing service delivery
  - (2) Tourism marketing
  - (3) Service quality dimensions
  - (4) New service development
  - (5) Benefits of relationship marketing to firms.
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