



**DCLS – 102**

**I Semester B.Com. (LSCM) Examination, February/March 2023  
(NEP Scheme)  
COMMERCE  
Paper – 1.2 : Marketing of Services**

Time : 2½ Hours

Max. Marks : 60

**Instruction** : Answers should be written only in **English**.

**SECTION – A**

1. Answer **any 5** of the following questions. **Each** question carries **2** marks : **(5×2=10)**
- Give the meaning of services.
  - What do you mean by consumer behaviour ?
  - What is service recovery ?
  - What is customer satisfaction ?
  - What is interactive marketing ?
  - What is pricing ?
  - What is positioning of services ?

**SECTION – B**

- Answer **any 3** of the following questions. **Each** question carries **4** marks : **(3×4=12)**
- Differentiate between goods and services.
  - Explain the process of service delivery.
  - Write a note on the components of customer expectations.
  - Explain briefly the dimensions of relationship marketing.
  - Discuss the various strategies for customer retention.

P.T.O.



SECTION – C

Answer **any 3** of the following questions. **Each** question carries **10** marks : **(3×10=30)**

7. Explain briefly classification of service marketing.
8. Discuss the customer's role as a contributor to service quality and satisfaction.
9. What are the factors that influence the participation of employees in service encounter ?
10. Discuss strategies used for managing capacity to match demand.
11. Discuss the nature and scope of service marketing.

SECTION – D

Answer **any one** of the following questions. **Each** question carries **8** marks : **(1×8=8)**

12. What are the challenges and issues in market segmentation ?
  13. Explain the 7 P's of service marketing mix with examples.
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