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EXAM No.

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SARDAR PATEL UNIVERSITY
B.COM. (5th Semester) (CBCS) EXAMINATION 2019
13-11-2019 - Wednesday
2.00 P.M. TO 4.00 P.M.

UB05ECOM05–Service Marketing

Total Marks: 60

Note: Figure to the right indicate full marks of the question.

- Q:01 Define Service, and explain in detail characteristics of Service. 15
- OR
- Q:01 Write note on: 15
1. Types of Services
 2. Service Marketing Mix
- Q:02 Explain product mix and product development process in the areas service sector. 15
- OR
- Q:02 Write note on: 15
1. Pricing policy with reference to service marketing.
 2. Explain different pricing strategies in service marketing.
- Q:03 Define distribution and explain different types of distribution channel. 15
- OR
- Q:03 Write note on: 15
1. Factor affecting location decision.
 2. Managing horizontal communication.
- Q:04 Explain in detail various determinants of Service Quality. 15
- OR
- Q:04(a) Characteristics of service quality. 08
- Q:04(b) Strategies for recovering service quality failures. 07

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