

[106]

SEAT No. _____

No. of printed pages: 01

SARDAR PATEL UNIVERSITY

B.Com FIFTH SEMESTER (CBCS) EXAMINATION

TUESDAY, OCTOBER 23, 2018

UB05ECOM05 SERVICE MARKETING

TIME: 02:00 P.M. TO 04:00 P.M.

TOTAL MARKS: 60

Note: Figures to the right indicate marks.

Draw diagrams and cite examples wherever necessary.

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|-----|---|------|
| Q.1 | Explain the Characteristics of Service and Classification of Service. | (15) |
| | OR | |
| Q.1 | Discuss in detail the Service Marketing Mix. | (15) |
| Q.2 | Discuss Product Mix and Product Development Process. | (15) |
| | OR | |
| Q.2 | Write a note on Pricing Policy. | (15) |
| Q.3 | Explain types of distribution channels. | (15) |
| | OR | |
| Q.3 | Write a note on Managing Horizontal Communication. | (15) |
| Q.4 | Elucidate characteristics and determinants of Service Quality. | (15) |
| | OR | |
| Q.4 | Discuss in detail the Strategies for Recovering Service Quality Failures. | (15) |

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(1)