

ASSIGNMENT B.COM 6TH SEMESTER

For both arrear and regular student

SUBMISSION DUE DATE 10 August 2020

MARKETING OF SERVICE

Paper Code - (602)

Total Marks 50

- 1. Answer all the following questions** **2x5=10**
 - a) What is Basic Service Package (BSP)?
 - b) Define intangibility of service marketing?
 - c) What is Cost – Based pricing?
 - d) Write down the meaning of Front Office and Back Office.
 - e) Write two differences between Product Marketing and Service Marketing.

- 2. Write notes on any four from the following:** **4x4=16**
 - a) Service Process
 - b) Purchase Behaviour
 - c) Intensive distribution
 - d) Users of Health Services
 - e) Franchising

- 3. Answer all the following questions** **6x4=24**
 - a) Explain the SERVQUAL Methodology
 - b) Explain various factors that influence customer expectation of services
 - c) Explain various steps in the New Service Development process
 - d) What makes a tourism marketing plan more effective?