

Assignment Due Date: 10th August 21

B. Com 6th Semester

Marketing of services

Paper :602

Total Marks :30

1. Answer the following questions 2x5=10
 - a. What do you mean by Service?
 - b. What do you mean by Service Strategy?
 - c. What is Service Encounter
 - d. Discuss the problem of customer misbehavior.
 - e. What is market Segmentation?
2. Write the answer of the following questions 4x5=20
 - a. How can you differentiate between a product and a service?
 - b. Explain the worries that customer have about product service.
 - c. The characteristics of services are intangibility, perishability, variability, and inseparability. Explain each of these characteristics in your own words.
 - d. Internal services are those for whose customers pay the bills. Indicate whether the statement is true or false.

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