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**B.Voc. in Retail Management & IT (Part-III) (Semester - VI) Examination, May - 2018**

**CUSTOMER SERVICE MANAGEMENT IN RETAILING - II**

**(Paper XXXXVIII)**

**Sub. Code : 68137**

**Day and Date : Friday, 04 - 05 - 2018**

**Total Marks : 50**

**Time : 12.00 noon to 02.00 p.m.**

- Instructions :**
- 1) Attempt any five questions.
  - 2) All questions carry equal marks.

- Q1) Short answer (any 2) [10]**
- a) What is 'Service Marketing'?
  - b) Explain the concept of 'Physical Evidence.'
  - c) Explain 'Service Failures'.
- Q2) What is 'Product?' Explain product differentiation with example. [10]**
- Q3) Explain the importance and role of 'People' in service marketing. [10]**
- Q4) What is 'Service Quality?' Explain the ways of measuring service quality. [10]**
- Q5) Describe the common service encounter situations. [10]**
- Q6) What are the benefits of customer retention? [10]**
- Q7) Short Notes (any 2) [10]**
- a) Service Distribution.
  - b) Pricing strategies.
  - c) SERVQUAL.



**P.T.O**