

6/COM-353 Syllabus-2023

2026

(May-June)

FYUP : 6th Semester Examination

COMMERCE

(Service Management)

(COM-353)

Marks : 75

Time : 3 hours

*The figures in the margin indicate full marks
for the questions.*

1. Define goods and services. What are the factors responsible for the growth of services? 5+10=15

Or

Explain the characteristics of services and their implications. 15

2. What do you mean by service product mix? Explain the flower of service model. 5+10=15

Or

What is place mix? What are the factors that influence the choice of channel of distribution? 3+12=15

26D/1897

(Turn Over)

3. What are the different types of service personnel? Explain the importance of people in services. $5+10=15$

Or

What is services triangle? Explain the features of a service triangle. $5+10=15$

4. What do you mean by service demand? Explain the different types of demand in services with examples. $3+12=15$

Or

What is meant by customer retention? Why is customer retention important for businesses? $3+12=15$

5. Write short notes on any *three* of the following : $5 \times 3 = 15$

- (a) Service encounter
- (b) Pricing strategies
- (c) Blueprinting of service processes
- (d) SERVQUAL

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