DHSK Commerce College: Dibrugarh

1st Sessional Examination, 2023 B. Com 6th Sem

Subject- Service Marketing

Time -45mints Full Marks -25

Answer any two:

1. Define Service. Explain its nature and characteristics. 12 ½
2. Briefly explain the Macro & Micro Environments for Service Marketing. 12 ½
3. Explain about the segmentation of market in service. 12 ½
4. Discuss the factors affecting customer expectation and perceptions. 12 ½