

Roll No.

BCA-304(O)

B. C. A. (Third Semester) EXAMINATION, Dec., 2013

(Old Course)

Paper Fourth

MARKETING OF COMPUTER ORIENTED SERVICES

Time : Three Hours]

[Maximum Marks : 75

Note : Attempt two questions from Section A and seven questions from Section B. Question No. 16 of Section C is compulsory.

Section—A

20

1. Why is the demand of services increasing day-by-day ?
How do services help in the growth of economy ?
2. Describe the 4P's of marketing of goods. What are the three additional tools used for marketing of services ?
3. How does service marketing mix differ from product marketing mix ? Explain. 42

Section—B

4. Define categories of service mix.
5. Compare the marketing process applied for marketing of goods and services.
6. Enumerate the characteristics of services.
7. Describe the process of Marketing Research.

8. Services are intangible. How can they be advertised ?
9. What types of environment prevail for computer oriented services ?
10. What is the process of development a new product ?
11. How leisure services are marketed ?
12. What are B. P. O and call centre services ?
13. What is the importance of after-sale-services ?
14. What should be the core attributes of a computer service ?
15. How do you seek opportunities for marketing computer-oriented services in foreign countries ?

Section—C

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16. Define the following :

- (i) Use of computers in Financial Services.
- (ii) Customer-care programme
- (iii) Various stages of product life cycle