

Roll No.

Total No. of Questions : 09

Total No. of Pages : 02

**BBA (Sem.-6)**  
**SERVICE MARKETING**  
Subject Code : BBA 611-18  
M.Code : 79349  
Date of Examination : 06-07-22

Time : 3 Hrs.

Max. Marks : 60

## SECTION-B

### UNIT-I

2. "The marketing mix is also applied to the service sector as it is applied to the goods" sector. Explain.
3. What distinguishes a service from a product? Elaborate on the classification of services giving appropriate examples

### UNIT-II

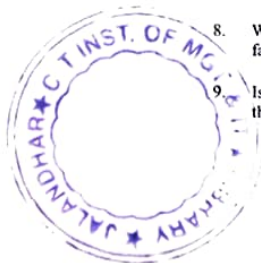
4. What are customer expectations and perceptions of services? Discuss.
5. Discuss the importance of the study of consumer behavior in service marketing.

### UNIT-III

6. Explain in detail how the service scope of a firm should be designed?
7. "The reaction of customers, employees, and competitors must be considered while making pricing decisions for services"? Explain.

### UNIT-IV

8. What types of intermediaries are available to a Service Product Company? Describe the factors determining the choice of an intermediary.
9. Is there a need to have ethics in service marketing? Also, state some unethical practices in the service sector with the help of examples.



**NOTE : Disclosure of Identity by writing Mobile No. or Making of passing request on any page of Answer Sheet will lead to UMC against the Student.**

## INSTRUCTIONS TO CANDIDATES :

1. SECTION-A is COMPULSORY consisting of TEN questions carrying TWO marks each.
2. SECTIONS-B consists of FOUR Sub-sections : Units-I, II, III & IV.
3. Each Sub-section contains TWO questions each, carrying TEN marks each.
4. Student has to attempt any ONE question from each Sub-section.

## SECTION-A

### 1. Write briefly :

- a) Differentiate between Goods and Services
- b) What are the determinants of customer behavior in the service market?
- c) What are the different types of service scopes?
- d) List out the different basis for classifying services.
- e) Identify reasons for growth in the service sector
- f) Define physical evidence characteristics of service
- g) Highlight the importance of employees in the effective delivery of a service.
- h) List seven service quality gaps.
- i) What do you mean by service recovery?
- j) When waiting is unavoidable make it at least tolerable? Discuss.

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BBA (Sem.-6)

**SERVICES MARKETING**

Subject Code : BBA 611/18

M.Code : 79349

Date of Examination : 30-04-2024

Time : 3 Hrs.

Max. Marks : 60

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3. Each Sub-section contains TWO questions each, carrying TEN marks each.
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**SECTION-A**

**1. Write briefly :**

- a) How can technology be used to gain competitive advantage in services?
- b) What is service scape?
- c) What is pace mix in services?
- d) Outline the SERVUCTION model of services?
- e) Discuss role of internal marketing in services marketing?
- f) What is service failure?
- g) What is Gap 4?
- h) Outline ethical aspects of services marketing?
- i) What are enhancing services?
- j) Why pricing of services is so difficult?

**SECTION-B**

**UNIT-I**

2. What is the difference between products and services? Discuss the unique challenges services pose as compared to goods.
3. Discuss in detail the marketing mix of services.

**UNIT-II**

4. What is role of building customer relationships in marketing of services? How does this strategy help gain competitive edge in the service industry?
5. What is customer defined service standards? How does this help in reducing the rate of service failure and enhancing the effectiveness of service recovery strategies?

**UNIT-III**

6. Why is it difficult to match demand and supply in context of services? What strategies can a company adopt to facilitate optimum level of demand and capacity?
7. Explain the three pricing strategies applicable for services? What factors influence pricing of services?

**UNIT-IV**

8. What is a GAP model? Discuss various Gaps and outline the strategies which can be used to reduce each gap?
9. Write short notes on the following :
  - a) Role of Employee empowerment in service delivery.
  - b) Challenges of delivering services through intermediaries.

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