

Roll No.

Total No. of Pages : 02

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BTTM (Sem.-7)
SERVICE MARKETING
Subject Code : BTTM705-18
M.Code : 90302
Date of Examination : 29-11-2023

Time : 3 Hrs.

Max. Marks : 60

INSTRUCTIONS TO CANDIDATES :

1. SECTION-A is COMPULSORY consisting of TEN questions carrying TWO marks each.
2. SECTION-B contains FIVE questions carrying FIVE marks each and students have to attempt any FOUR questions.
3. SECTION-C contains THREE questions carrying TEN marks each and students have to attempt any TWO questions.

SECTION-A

1. Answer briefly :

- a) How is service different from product?
- b) Service marketing triangle
- c) SERVQUAL
- d) 7P's of the service marketing mix
- e) State the ethical issues in service marketing
- f) Service life cycle
- g) Service market segmentation
- h) Physical evidence
- i) Intangibility
- j) Service delivery.



SECTION-B

2. What is service marketing? Why has service marketing become important? Illustrate
3. Write a note on expanded marketing mix
4. What considerations are to be taken in account while positioning of services?
5. Write a detailed note on services marketing strategies for tourism
6. Discuss the various methods of pricing of services.

SECTION-C

7. Write a detailed note on evolution and growth of service sector
8. What are the considerations that are taken into account while designing service delivery system?
9. Explain the GAPS model for measuring service quality. How does it help marketers to deliver quality services?

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