

Roll No.

--	--	--	--	--	--	--	--	--	--	--	--	--	--	--

Total No. of Pages: 02

Total No. of Questions: 09

BBA (SIM) (Sem. – 4)

SERVICES MARKETING

Subject Code: BBASM-404-18

M Code: 77432

Date of Examination : 20-12-2022

Time: 3 Hrs.

Max. Marks: 60

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**. Each Sub-section contains **TWO** questions each, carrying **TEN** marks each.
3. Students have to attempt any **ONE** question from each Sub-section.

SECTION-A

1. Write a short note on the following:

- a) Tangibility spectrum
- b) Service failure
- c) Customer satisfaction score
- d) Service triangle
- e) Promotion of services
- f) Service mapping
- g) Perception of services
- h) Emotional labour
- i) Service blueprinting
- j) Interactive marketing

SECTION-B

UNIT-I

2. Define a service. What are the unique features of services? Explain with the help of examples.
3. What is the concept of marketing mix? Discuss various components of marketing mix with reference to the services marketing.

UNIT-II

4. Do you think, big brands are making use of service differentiation? If yes, elaborate your answer.
5. What challenges do usually managers face in the service delivery system? Discuss.

UNIT-III

6. Explain the concept of Servicescape. Briefly explain various components of servicescape with respect to the hospital industry.
7. The 'process' is considered one of the most important elements of the service mix. Why? Highlight, with the help of examples.

UNIT-IV

8. What is the 'Service Quality Gap Model'? Discuss various GAPS in this model with the help of an example.
9. Discuss the application of services marketing in the banking sector.

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