

Roll No.

Total No. of Pages : 02

Total No. of Questions : 09

BBA (Sem.-6)
SERVICES MARKETING
Subject Code : BBA 611-18
M.Code : 79349
Date of Examination : 04-01-23

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.**
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) How is service different from a product?
 - b) Explain intangibility as a characteristic of service.
 - c) Define servicescapes.
 - d) How do customers build expectations towards the firm's services?
 - e) What is the meaning of physical evidence?
 - f) Highlight the importance of intermediaries in the effective delivery of a service.
 - g) What are the 7P's of the service marketing mix?
 - h) Describe the service marketing triangle.
 - i) State ethical issues in services marketing.
 - j) State the emerging trends in services marketing in India.

SECTION-B

UNIT-I

2. What is service marketing ? Why has service marketing become important for the Indian and global economy? Illustrate.
3. Critically examine the various elements of the service marketing mix, with suitable illustrations.

UNIT-II

4. Define the term “customer perception” in the context of service marketing. Explain the various factors which influence customer perception of different services.
5. What do you mean by customer behavior? Explain the various stages which are involved in the customer decision-making process towards services.

UNIT-III

6. How do we measure demand and capacity in service delivery?
7. What are the considerations involved in the pricing of a service? How can pricing be made effective?

UNIT-IV

8. Explain the GAPS model for measuring service quality. How does it help marketers to deliver quality services?
9. Describe customer participation in the effective delivery of 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.