

Roll No.

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Total No. of Pages : 02

Total No. of Questions : 09

BTTM (Sem.-7)
SERVICE MARKETING
Subject Code : BTTM-705-18
M.Code : 90302
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. **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. Write briefly :

- (a) Importance of services
- (b) Direct marketing
- (c) Service design
- (d) Technology and Services
- (e) Targeting of services
- (f) Physical evidence
- (g) Customer loyalty in services
- (h) Reliability of services
- (i) Cite examples of services offered
- (j) Pricing of services.

SECTION-B

2. Discuss classification of services.
3. Discuss methods of pricing of services.
4. How services need to be positioned?
5. Discuss SERVQUAL model.
6. Designing service delivery system for customers.

SECTION-C

7. Discuss marketing-mix in services. Cite examples.
8. Explain the GAP model of service quality. Discuss as how to overcome the gaps?
9. Enumerate service marketing strategies for offering quality healthcare services to its customers.

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.