



Roll No.

Total No. of Pages : 02

Total No. of Questions : 09

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

**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 scapes?
  - 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.

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.