

Exam. Code : 105406

Subject Code : 1531

Bachelor in Business Administration 6th Semester

BBA-611 SERVICES MARKETING

Time Allowed-3 Hours]

[Maximum Marks-50

Note :— Attempt **Five** questions in total. Each question carries equal marks. Question 1 (Section–A) is compulsory. Attempt any **2** questions out of Section-B and Section-C.

SECTION—A

1. Attempt any **10** sub-questions of the following, each sub question carries 1 mark.

- (a) Are services an economic activity ?
- (b) Service delivery
- (c) What is "Services as a product"?
- (d) Non-monetary costs of services.
- (e) State few objectives promotion plays in service marketing.
- (f) Physical evidence.
- (g) Briefly describe post purchase evaluation of services.

- (h) Supplementary services.
- (i) List out different basis of classifying services.
- (j) Employee motivation.
- (k) List out few sale promotional tools for services.
- (l) High contact services.

SECTION--B

- 2. Explain the role of Service marketing in Indian economy and what are the challenges faced by service marketer in India ?
- 3. What is goods-services continuum ? Why should firms be aware of this concept ?
- 4. The reaction of customers, employees and competitors must be considered while making pricing decision of services. Explain.
- 5. Marketing mix is also applied to service sector as it is applied to goods sector. Explain.

SECTION---C

- 6. Discuss the basics of the SERVQUAL measurement instrument in terms of how "gap scores" are calculated for each of the five service quality dimensions.

7. Explain the steps that should be taken by service organisations to ensure that people deliver the satisfactory service ?
8. Explain with example the steps involved in blueprinting of service. How is blueprinting different from service mapping ?
9. Explain in detail how the service scape of a firm should be designed ?