

Code : 302601

B.B.A. 6th Semester Theory Exam., 2017

Services Marketing

Time : 3 hours

Full Marks : 60

Instructions :

- (i) There are seven questions in this paper.
- (ii) Attempt five questions in all.
- (iii) Question No. 1 & 2 is compulsory.
- (iv) The marks are indicated in the right-side margin.

1. 6×2
- (i) What do you mean by derived service?
 - ~~(ii)~~ What do you understand by perishability of service?
 - ~~(iii)~~ What are the bases for classification of service?
 - ~~(iv)~~ Define service positioning.
 - (v) What do you mean by provider gap?
 - ~~(vi)~~ What is zone of tolerance?
 - ~~(vii)~~ What is integrated service marketing communication?
 - (viii) What do you mean by service blue printing?

P.T.O.

- (ix) What is the role of process in building customer relation?
- (x) Define service mapping.

2.

3×4

- ~~(i)~~ Discuss on the importance and scope of service.
- ~~(ii)~~ What is the future of service in the Indian economy?
- (iii) Discuss on the strategies of service marketing.
- (iv) What is service customer behaviour? Bring out its importance.
- ~~(v)~~ Differentiate between goods and services.

3.

3×12

- ~~(i)~~ Write an essay about the evolution and growth of service sector in India.
- ~~(ii)~~ Discuss on the scope and unique characteristics of service.
- (iii) Discuss the segmentation, targeting and positioning of service market.
- ~~(iv)~~ Discuss Gap's model of service quality.
- (v) Explain the factors and approaches used for designing service delivery system.
