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Class – BBA Sem. VI

Subject – Services Marketing

Paper – BBA – 611

Time Allowed : 3 Hours

Maximum Marks : 50

SECTION-A

It consists of 12 questions. Attempt any 10. Each carries one mark.

- (i) Define service.
- (ii) What do you mean by pricing of service?
- (iii) Define advertising.
- (iv) What do you mean by personal selling?
- (v) Define service quality.
- (vi) Define external marketing.
- (vii) Define service in intermediaries.
- (viii) What do you mean by advertising agency?
- (ix) Define service triangle.
- (x) What do you mean by servicescapes?
- (xi) Define boundary spanners.
- (xii) Characteristics of services.

SECTION-B

It consists of 4 questions. Attempt any two. Each carries 10 marks.

2. Discuss in detail the concept of service marketing mix.

(10)

3. Discuss in detail the importance of service market in Indian economy. (10)
4. What do you mean by services? Discuss in detail various types of services. (10)
5. What do you mean by sales promotion? How is sales promotion managed at various levels in a service organisation. (10)

SECTION-C

It consists of four questions. Attempt any two. Each carries 10 marks.

6. What do you mean by productivity? Discuss various approaches to productivity, quality improvement and process standardisation. (10)
7. What are the various capacity constraints and demand patterns in services? Discuss various strategies for matching demand and supply. (10)
8. What do you mean by servicescapes? Discuss the effects of servicescapes on individual and social behaviour of customers and employees. (10)
9. How service personnel affects customer loyalty? (10)
