

Exam. Code : 105406

Subject Code : 1500

BBA Semester—VI

BBA-611 : SERVICES MARKETING

Time Allowed—3 Hours]

[Maximum Marks—50

SECTION—A

Note : Attempt any TEN questions. Each question is of 1 mark.

1. (a) What are 7 Ps of service marketing mix ?
- (b) What is the difference between services and customer service ?
- (c) What do you mean by intangibility of services ?
- (d) What are high-contact and low-contact services ?
- (e) What are industrial services ?
- (f) What is Servqual Model ?
- (g) What is meant by quality and productivity in service context ?
- (h) List seven service quality gaps.
- (i) List five ways in which investment in training and development of employees would help in customer satisfaction.

- (j) What do you mean by personal selling in services ?
- (k) Define 'physical evidence' characteristic of services.
- (l) What are the elements of service marketing mix ?

SECTION-B

Note : Attempt any **TWO** questions. Each question will carry **10** marks.

- 2. Discuss the characteristics of services and their marketing implications.
- 3. Why application of cost-based pricing is difficult than activity based costing ? Illustrate by giving examples.
- 4. What is meant by distributing services ? How can core and supplementary services be distributed ?
- 5. What are the implications of a service firm to deliver services through both physical and electronic channels ?

SECTION-C

Note : Attempt any **TWO** questions. Each question will carry **10** marks.

- 6. Why does the customer's role as a co-producer need to be designed into service processes ? What are the implications of considering customers as partial employees ?

7. What is Emotional Labour ? Explain the ways in which it may cause stress for employees in specific jobs. Illustrate with suitable examples.
8. What gaps can occur in service quality and what steps can service marketers take to prevent them ?
9. What are the dimensions of service environment ? How can a Servicescape be designed to achieve desired effects ?