

Exam. Code : 105406

Subject Code : 1498

B.B.A. 6<sup>th</sup> Semester

**BBA-611 : SERVICES MARKETING**

Time Allowed—Three Hours] [Maximum Marks—50

**Note** :— Attempt *five* questions in total. Each question carries equal marks. Question 1 is compulsory. Attempt any *two* questions out of Section-B and Section-C each.

**SECTION—A**

1. Attempt any *ten* questions of the following, each sub question carries 1 mark :
  - (a) Define goods.
  - (b) Service mapping.
  - (c) Differences between core and peripheral services.
  - (d) Customer Touch points.
  - (e) Employee empowerment.
  - (f) What are the extended 3Ps of marketing ?
  - (g) List out type of people involved in the services.
  - (h) Word of Mouth
  - (i) Describe the service marketing triangle.
  - (j) List out the differential characteristics of services.
  - (k) Low contact services.
  - (l) Price as a quality indicator. 10×1=10

**SECTION—B**

2. “The internet has dramatically changed the way service marketers communicate with their customers.” Considering above statement explain the role of internet in service sector. 10
3. Discuss with examples the various influential factors to be kept in view while designing a promotion campaign. 10
4. Define service. Explain the reasons responsible for the growth of service industry in Indian and Global context. 10
5. Explain the various distribution strategies adopted by the service provider by taking example of any industry. 10

**SECTION—C**

6. Discuss the role service personnel play in creating or reducing customer loyalty. 10
7. Explain the SERVQUAL model for measuring the service quality. How does it help marketers to deliver quality services ? 10
8. Describe the role of blueprinting in designing, managing and redesigning service processes. 10
9. What is the significance of physical evidence in marketing of services ? Explain. 10