

Exam. Code : 105406
Subject Code : 1407

Bachelor in Business Administration 6th Semester

SERVICES MARKETING

Paper—Group-A BBA-611

Time Allowed—3 Hours]

[Maximum Marks—50

SECTION—A

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 (10 marks each).

1. Attempt any **TEN** questions of the following, each sub question carries 1 mark :
 - (a) Differentiate between goods and services.
 - (b) What do you understand by the term personal selling ?
 - (c) Explain intangibility as a characteristics of service.
 - (d) Define the term Capacity Planning.
 - (e) Differentiate consumers Vs. industrial services.
 - (f) Name the extended 3Ps of services marketing.
 - (g) Define service scapes.
 - (h) State the implications of Services Marketing Triangle.
 - (i) Why employee training is important ?
 - (j) Define customer service in service marketing.
 - (k) Define Service as a system in marketing.
 - (l) What is development of employees ?

SECTION—B

2. Define service marketing. Explain in detail how services are classified.
3. “Service marketing is an important component of any country’s economy”. Comment on this statement with respect to Indian economy.
4. Write notes along with examples :—
 - (a) Advertising
 - (b) Sales promotion.
5. “The distribution of services is more challenging than the distribution of goods”. Comment.

SECTION—C

6. Explain in detail PZE gap model with the help of suitable examples.
7. Explain the concept of physical evidence and discuss the importance of physical evidence in service marketing.
8. Discuss how motivation and empowerment of employees is done within an organization in detail.
9. Write notes on :—
 - (a) Strategies for managing inconsistency
 - (b) Role of service employees in service business.