

**Bachelor in Business Administration - 6th Semester
(2721)**

Paper: Group-A BBA-611 Services Marketing

Time Allowed: 2 hrs.

Max. Marks: 50

Note: There are EIGHT questions of equal marks. Candidates are required to attempt any FOUR questions.

Section A

Q1. What is services marketing? Why has services marketing become important for Indian and global economy? Illustrate.

Q2. What distinguishes a service from a product? Elaborate on the classification of services giving appropriate examples.

Section B

Q3. What are the considerations involved in pricing of a service? How can pricing be made effective?

Q4. Write notes on: a) Categories of service mix; b) Goods-services marketing continuum

Section C

Q5. What are the distribution strategies for services which are adopted by firms in today's technology driven times?

Q6. What are the extended 3Ps of service marketing mix? Why did the need for these extended Ps arise?

Section D

Q7. What are the different process aspects and managerial challenges with respect to a service?

Q8. Critically evaluate the services marketing triangle.

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