

Exam. Code : 105406
Subject Code : 1423

Bachelor in Business Administration 6th Semester
GROUP-A, BBA-611 : SERVICES MARKETING

Time Allowed—3 Hours] [Maximum Marks—50

Note :— Attempt **FIVE** questions in all, selecting at least **ONE** question from each section. The **FIFTH** question may be attempted from any section. All questions carry equal marks.

SECTION—A

1. How and why did services marketing evolve as a discipline ? What role does it play for an economy ?
2. What are the components of the services marketing mix ? Explain.

SECTION—B

3. In today's dynamic times, what pricing strategies can be adopted to respond to change in demand and reshape the demand for effective pricing ?
4. What is the product service mix ? Discuss the transition from product marketing to service marketing.

SECTION—C

5. How do personal selling, advertising and sales promotion contribute to promotion of services ? Exemplify.
6. What do you mean by distribution of services ? How should a service be distributed ?

SECTION—D

7. How is the concept of customer service critical in service marketing ?
8. Write notes on :—
 - (a) PZB Gap Model
 - (b) Services as process or system.