

Roll No.

Total No. of Questions : 13]

[Total No. of Pages : 02

Paper ID [B0150]

(Please fill this Paper ID in OMR Sheet)

BBA (BB - 802) (S05) (LE) (Sem. - 6th)

MARKETING OF SERVICES

Time : 03 Hours

Maximum Marks : 75

Instruction to Candidates:

- 1) Section - A is **Compulsory**.
- 2) Attempt any **Nine** questions from Section - B.

Section - A

Q1)

(15 x 2 = 30)

- a) Define Service Marketing.
- b) List two differences in marketing of goods and services.
- c) Give two characteristics of non-profit service marketing.
- d) How can services be classified?
- e) Define Service Triangle.
- f) Define Service Positioning.
- g) List 7P's of Service Marketing Mix.
- h) List benefits of Relationship Marketing to the firm.
- i) Define Skimming pricing.
- j) Define Physical evidence in service marketing.
- k) Define Marketing Research.
- l) What are the causes of service quality gaps?
- m) Give two hurdles which normally occur in good service marketing.
- n) Define Customer Satisfaction.
- o) List any 3 important services provided by Govt. of India.

A-53

P.T.O.

Section - B

(9 x 5 = 45)

- Q2)** Write a detailed note on evolution and growth of service sector in India.
- Q3)** Define and explain distinguishing features of services with relevant examples.
- Q4)** Write a note on Public Distribution System in India indicating its benefits and limitations.
- Q5)** Explain the process of consumer buying of services with a suitable example.
- Q6)** Define Market Segmentation and how market can be segmented on different basis for service industry?
- Q7)** What are the various environmental factors surrounding a service marketing organisation?
- Q8)** Define product life cycle and explain it for any of the services.
- Q9)** How marketing communication strategies can be developed for services?
- Q10)** Which distribution channels can be used for services?
- Q11)** Describe the SERVQUAL scale using appropriate example.
- Q12)** Why are service employees critical to the success of a service organisation?
- Q13)** Which factors are hampering the growth of service sector in India?

