

BBA 6th Semester (Hons.) Examination, 2021
BACHELOR OF BUSINESS ADMINISTRATION

Course ID: BBA-6.3

Course Code: BBA-6.3

Course Title: Marketing Of Services

Full Marks: 80

Time: 4 Hours

*The figures in the right hand margin indicate full marks.
Candidates are required to give their answers in their own words as far as practicable.
Illustrate the answers wherever necessary.*

Group-A

1. Answer all the questions from the following: -

1X10=10

1. Which of the following is not a tangible dominant?
 - a. Detergents
 - b. Automobiles
 - c. Investment Management
 - d. Soft drinks
 - e. None of these
2. _____ is the difference between customer expectations and perceptions.
 - a. Customer Delight
 - b. Customer Satisfaction
 - c. Customer Gap
 - d. The supplier Gap
 - e. None of these
3. Which of the following is difficult to evaluate?
 - a. Jewellery
 - b. Auto repair
 - c. Furniture
 - d. Clothing
 - e. None of these
4. _____ can be characterized as pure service.
 - a. After sales service
 - b. Restaurant
 - c. Saloon
 - d. All of the above
 - e. None of these
5. Intangibility, Perishability, Inseparability & Variability are the characteristics of _____.
 - a. Products
 - b. Services
 - c. Goods
 - d. All of the above
 - e. None of these
6. _____ is the main reason for difficulty in Services Marketing.
 - a. Separability
 - b. Intangibility
 - c. Availability
 - d. Demand Supply Gap
 - e. None of These
7. _____ is an example of intangible dominant.
 - a. Agriculture
 - b. Logistics
 - c. Teaching
 - d. Car Maintenance
 - e. None of these

8. SSTS refers to _____
 - a. Service Standards Testing
 - b. Self- Service Technologies
 - c. Standard Service Technologies
 - d. Self Service Treatments
 - e. None of these
9. According to Parasuraman, Zeithaml & Berry , the most important determinant of service quality is :
 - a. Responsiveness
 - b. Reliability
 - c. Assurance
 - d. Empathy
 - e. None of these
10. Top firms audit service performance by collecting _____ measurements to probe customer satisfiers and dissatisfiers.
 - a. Customer satisfier
 - b. Customer complaint
 - c. Voice of the customer
 - d. Psychological
 - e. None of these

Group- B

2. Answer any TEN from the following:

10X2=20

1. What is Physical Evidence of Service?
2. State two roles of promotion in service marketing;
3. What do you mean by Service standardization?
4. What do you mean by service marketing?
5. What is targeting in service marketing?
6. What do you mean by Service quality?
7. What do you mean by customer loyalty?
8. State four differences between product and service;
9. What is mutual fund?
10. What is Service delivery?
11. What do you mean by Expected Service?
12. Define Service design;
13. Define pricing;
14. What do you mean by perceived service?
15. State two features of service?

Group – C

3. Answer any FOUR from the following:

4X5=20

1. Write a short note on the customer gap;
2. Write a short note on nature of service marketing;
3. Write a short note on Service life cycle;
4. Write down the importance of service delivery;
5. Briefly explain the classification of services;
6. Employee motivation is an important requirement for service marketing – Explain ;

Group – D

4. Answer any THREE from the following:

3X10=30

1. Discuss the importance of service marketing in Indian economy;
 2. Briefly describe the providers GAP ;
 3. Examine the uses of information technology in service marketing with the help of examples;
 4. Discuss the service marketing mix and its components;
 5. Discuss 'Service Quality Model' with dimensions;
 6. Discuss the 'People' component of service marketing;
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