

MAY 2013

Roll No.

Total No. of Pages : 2

Total No. of Questions : 07

BBA (Sem.-6)

SERVICES MARKETING

Subject Code : BB-603 (2007 to 2011 Batch)

Paper ID : [C0231]

Time : 3 Hrs.

Max. Marks : 60

INSTRUCTION TO CANDIDATES :

1. SECTION-A is COMPULSORY consisting of TEN questions carrying TWO marks each.
2. SECTION-B contains SIX questions carrying TEN marks each and students has to attempt any FOUR questions.

SECTION-A**I. Write briefly :**

- a) Differentiate between goods and services.
- b) What marketing problems do services face because of intangibility?
- c) What is SERVQUAL?
- d) Name various quality gaps in services.
- e) What are 4 additional P's in services marketing?
- f) What is a services marketing triangle?
- g) Explain search, credence and experience qualities of services.
- h) What are core, facilitating and enhancing services?
- i) Which is most common pricing strategy in services marketing?
- j) What is consumer decision making process?

SECTION-B

2. Define services marketing. Elaborate on people, mental, possession and information processing classification of services with examples.
3. Distinguish between the following giving suitable examples.
 - a. Peripheral evidence and Essential evidence
 - b. The cycle of success and the cycle of failure
4. What do you mean by term service quality and recovery? What are various strategies which can be adopted to recover from service failure?
5. Write short notes on following :
 - a. Employees help a service organization tangibilize the intangible
 - b. Franchising in service industry
6. Describe how market segmentation can be used in services? Explain the bases for market segmentation for services.
7. 'Process' and 'Physical Evidence' are very important to financial services organizations. Explain with relevant examples.

