

**Dr. Babasaheb Ambedkar Open University**  
**Term End Examination December – 2019**

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<b>Course</b>	: BBAHT	<b>Date</b>	: 29-Dec-2019
<b>Subject Code</b>	: BBAHT - 306 (NEW)	<b>Time</b>	: 11:00am to 02:00pm
<b>Subject Name</b>	: Services Marketing	<b>Duration</b>	: 03 Hours
		<b>Max. Marks</b>	: 70

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**Section A**

**Answer the following (Attempt any three)** **(30)**

1. What are Services? Explain in brief the difference in Goods and Service in Marketing.
2. Define Market Segments? Explain in details the types of Market Segments.
3. What are general process for developing the customer defined standards? Explain.
4. Explain in detail the Importance of Customer and Customer's Role in Service Delivery.
5. Explain in detail a number of strategies used by service organizations for moving their clients through the various phases of the development of a relationship.

**Section B**

**Answer the following (Attempt any four)** **(20)**

1. Explain in short, Myths about Services.
2. Explain in details the service marketing mix
3. Explain in brief Customer Expectation of Services
4. Write a short note on Strategies for Influencing Customer Perception
5. Write a note on types of service research
6. Explain 3 Levels of Retention Strategies

**Section C**

**Part – A (Multiple Choice Questions)** **(10)**

1. Which of the following is not a government owned public sector service?  
A Telephone                                    B Electricity  
C Power generation                            D Hospitality
2. The three points of the service triangle represent  
A the organisation                            B the customers  
C the employees                                D All of the above
3. In this bond customer is tied to the company through financial incentives  
A Social Bonds                                B Customization bonds  
C Financial bonds                               D Structural Bonds
4. The firm selects a number of objectively attractive and appropriate segments promising to be moneymakers, Name:  
A Single segment concentration            B Product specialisation  
C Selective specialisation                    D Market specialisation

- 5 An independent individual or company whose main function is to act as the primary selling arm of the producer and represent the producer to users  
 A Wholesalers B Agents  
 C Distributors D Retailers
- 6 consumers may share a strong need that cannot be satisfied by an existing product. It is known as  
 A Latent demand B Nonexistent demand  
 C Declining demand D Negative demand
- 7 consumer purchases vary on a seasonal, monthly, weekly, daily, or even hourly basis. It is known as  
 A Irregular demand B Full demand  
 C Overfull demand D Unwholesome demand
- 8 When demand is too high:  
 A Communicate busy days and times to customers. B Modify timing and location of service delivery.  
 C Offer incentives for non-peak usage D All of Above
- 9 Following can be the ways to reduce this waiting system:  
 A Employ operational logic B Establish a reservation process  
 C Differentiate waiting customers D all of the above
- 10 For Managing customer expectations following strategies are adopted:  
 A Make realistic promises and offer service guarantee B Offer choices and communicate the criteria  
 C Both a and b D None of the above

**Part – B (Do as Directed)**

**(10)**

**Explain the following terms:**

- 1 Intangible
- 2 Market segmentation
- 3 Marketing implementation
- 4 Explicit service
- 5 Implicit service
- 6 Predicted service
- 7 Psychographic segmentation
- 8 Product positioning
- 9 Repositioning
- 10 Boundary spanners