## Dr. Babasaheb Ambedkar Open University Term End Examination August – 2020

Course	:	BBAHT	Date	:	23/08/2020
Subject Code	:	BBAHT - 306 (NEW)	Time	:	09:00am to 11:00am
Subject Name	:	Services Marketing	Duration	:	02 Hours
			Max. Marks	:	50

### Section A

#### (20)Answer the following (Attempt any two) 1. Discuss the difference in various aspects of Goods & Services marketing 2. Expalin the concept of Marketing Triangle What is market segmentation? Discuss importance of market segmentation in 3. market planning. What is emotional labor? How it is different from physical and mental labor? 4. Section **B** Answer the following (Attempt any three) (15) 1. What are the various methodologies to exceed customer expectation? 2. Explain the concept of customer life value. 3. What are Intermediary Control Strategies? How can we build customer relation through retention strategy? 4. What are the Hard & Soft customer defined market research service standards ? 5. Section C **wart – A (Multiple Choice Questions)** (10)According to Showerk, marketing 'entities' are combinations of 1 А intangible tangible elements В Both a and b С D Only a 2 Following are the labor intensive services except one : Health care Α B Hospitality С D Call centre Fast food 3 The three points of triangle different marketing processes areexternal marketing interactive marketing А В С All of the above internal marketing D The types of bonds in retention strategies are 4 Structural and Customization Α В Financial and social С Only B D Both a and b 5 The application of psychographic segmentation improves А brand positioning В targeting С advertising D all of the above The challenges faced in maintain relationships are except one : 6 Customer is not always right А В Non profitable in the long term С Switching costs Relationships end D

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- 7 The type of sources of conflicts are:
  - А Role conflict
  - С Interclient conflict
- 8 The two types of performance inherent in frontline service jobs are
  - A Quality
  - С None of the above
- 9 Pricing strategies consists of
  - discounting Α
  - С couponing
- 10 Tiered value offerings have :
  - A Different versions of product
  - Different price range С

- Organization conflict В
- D All of the above
- В Productivity
- D Both a and b
- В everyday prices
- D all of the above
- Different category of services В
- D All of the above

## Part - B (Do as Directed)

## **Define the following terms:**

- Market Segmentation 1
- tombolic students with a student stude 2 Marketing communications mix
- Service guarantee 3
- 4 Service marketing system
- 5 CLV

(05)