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 **Services Marketing Duration** 02 Hours **Subject Name 50** Max. Marks Section A Answer the following (Attempt any two) (20)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 **Eart – A (Multiple Choice Questions)** (10)According to Showek, marketing 'entities' are combinations of 1 intangible tangible elements В Both a and b D Only a 2 Following are the labor intensive services except one: Health care Hospitality C D Call centre Fast food 3 The three points of triangle different marketing processes areexternal marketing interactive marketing \mathbf{C} All of the above internal marketing D The types of bonds in retention strategies are 4 Structural and Customization Α Financial and social C Only B Both a and b 5 The application of psychographic segmentation improves A brand positioning В targeting advertising D all of the above The challenges faced in maintain relationships are except one: 6 Customer is not always right Α В Non profitable in the long term

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Relationships end

C

Switching costs

7	The type of sources of conflicts are:			
	A Role conflict	В	Organization conflict	
	C Interclient conflict	D	All of the above	
8	The two types of performance inherent in frontline service jobs are			
	A Quality	В	Productivity	
	C None of the above	D	Both a and b	
9	Pricing strategies consists of			
	A discounting	В	everyday prices	
	C couponing	D	all of the above	
10	Tiered value offerings have:			
	A Different versions of product	В	Different category of services	
	C Different price range	D	All of the above	
Part – B (Do as Directed) (05)				
	Define the following terms:			
1	Market Segmentation			
2	Marketing communications mix			
3	Service guarantee			
4	Service marketing system			
5	CLV			
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