

Dr. Babasaheb Ambedkar Open University
Term End Examination July – 2021

Course	: BBA	Date	: 29-July-2021
Subject Code	: BBA - 303(OLD)	Time	: 10:00am to 12:00pm
Subject Name	: Service Marketing	Duration	: 02 Hours
		Max. Marks	: 50

Section A

Answer the following (Attempt any two) (20)

1. Explain the classification of services.
2. Write down the Marketing Implication of Services Characteristics.
3. Write a note on physical evidence.
4. Explain the price determination process.

Section B

Answer the following (Attempt any three) (15)

1. Write a note on Marketing of Insurance Services.
2. Explain the concept of Travel Services Marketing.
3. Write a note on Differential versus Positioning.
4. Discuss the Myths about Service Industries.
5. Explain the Strategies for influencing customer perception.

Section C

Part - A (Multiple Choice Questions)

(10)

- 1 The extended marketing mix for services includes: People, Processes and _____.
A Product B Price
C Physical Evidence D Promotion
- 2 Charging customers different prices for essentially the same service is called:
A Price discrimination B Supply and demand
C Complementary D Substitutes
- 3 Services are characterized by all of the following characteristics except for:
A Intangibility B Homogeneity
C Perishability D Inseparability
- 4 The mental energy spent by customers to acquire service is referred to as _____.
A Monetary price B Image costs
C Energy costs D None of the above
- 5 _____ describes the employee's skills in serving the client.
A Internal Marketing B External Marketing
C Interactive Marketing D None of the above
- 6 Which of the following is not a tangible dominant?
A Detergent B Automobile
C Soft drink D None of the above
- 7 Which of the following are the determinants of service quality?
A Empathy B Reliability
C Responsiveness D All of the above

- 8 Which of the following is not an element of people?
A Motivation B Team Work
C Customer Training D None of the above
- 9 _____ is defined the caring, individualized attention that the firm provides to its customers.
A Sympathy B Assurance
C Empathy D Reliability
- 10 Which of the following is not an element of physical evidence?
A Employee Development B Employee Dress
C Equipment D Facility Design

Part – B (Do as Directed)

(05)

Explain the Following Terms:

- 1 Customer Satisfaction
- 2 Expectations
- 3 Intangibility
- 4 Internal Marketing
- 5 Perception

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