Dr. Babasaheb Ambedkar Open University Term End Examination July – 2023

Course **BBAR Date** 01-Aug-2023 **Subject Code BBAR-403** Time 12:45pm to 03:00pm **Subject Name Service marketing** Duration **02.15 Hours** Max. Marks 70 Section A **Answer the following (Attempt any three)** (30)Explain the Difference between Goods and Services in details. 1. 2. Explain the GAP MODEL of service quality in details. 3. Explain the Service Recovery Strategies for Fixing the Customer. 4. Explain the Role of Customer in Service Creation in details. 5. Explain the Hierarchy of Effects Model (HEM) in details. **Section B** Answer the following (Attempt any four) (20)1. Explain the Challenges in Service Marketing in details. 2. Explain the Relationship Development Strategies in details. 3. Explain the Types of Service Innovation in details. 4. Write a short note on "Service Triangle". 5. Explain the different Approaches/types of Pricing Service. Explain the Defensive Marketing Effects of Service (Customer Retention) in details. 6. Section C Part - A (Multiple Choice Questions) (10)Which dimensions customers use to judge service recovery when they have problems 1 or questions? Α Contact В Efficiency \mathbf{C} Privacy D fulfillment Customer expect minimum level of service is known as_ 2 Adequate service Desired services C Zone of tolerance D None of the above 3 Service Encounter is also known as Moments of truth В Moments of loyalty Moments of satisfaction Moments of faith D In what are the ways customer differ in terms of profit? 4 Platinum Tier Iron Tier \mathbf{C} Gold Tier D All of these. ____types of justice. 5 Customer are asking for ___ Outcome fairness В Interactional

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D

All of them

 \mathbf{C}

Procedural fairness

6	Service Blueprint is NO1			
	A Process	В	Point of Contact	
	C Procedure	D	Evidence	
7	Who is NOT the frontline service pro	vider?		
	A Sales person	В	Front office staff	
	C Delivery boys	D	Accountant	
8	Online ticketing system service is a high customer service			
	A Unique	В	Participation	
	C Self	D	None of the above	
9	Sales minus cost is equal to profit.			
	A Loss	В	Revenue	
	C Product	D	Cost	
10	To reduce customer turnover, can a company adopt?			
	A Corporate hospitality	В	Frequent flyers' program	
	C Loyalty card	D	All the above	
	Part –	B (Do as	Directed)	(10)
1	DMAIC model stands for?		~ :	
2	Define Customer Perception.		~~~	
3	ECRM stands for?			
4	Define Relationship Marketing.		O,	
5	Explain Guarantee.			
6	Define Service Blue Printing			
7	Define Yield Management or Revenue Management.			
8	AIDA stands for?			
9	Define KPI (Key Performance Indicators)			
10	Define Word of mouth.	****		