

**Dr. Babasaheb Ambedkar Open University**  
**Term End Examination January – 2023**

|              |                      |            |                       |
|--------------|----------------------|------------|-----------------------|
| Course       | : BBAHT              | Date       | : 05-Feb-23           |
| Subject Code | : BBAHT-306 (NEW)    | Time       | : 09:30am to 01145apm |
| Subject Name | : Services Marketing | Duration   | : 02.15 Hours         |
|              |                      | Max. Marks | : 70                  |

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**Section A**

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

1. Discuss about the GAP Models of Service Quality.
2. Describe various types of marketing intermediaries.
3. Write a note on 'Service Positioning'.
4. Differentiate between Physical Goods and Services.
5. Write a note on 'Factors Influencing Customer Expectation of Services'.

**Section B**

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

1. Write a note on the concept of Service Leadership.
2. Describe various strategies or methodologies to exceed customer expectation.
3. Write a note on various types of service research.
4. Write a note on 'Myths about Services'.
5. Describe the strategies for matching capacity and demand.
6. Explain various pricing strategies.

**Section C**

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

- 1 Full form of DINK:  
A Double Income Nine Kids                      B Double Income No Kids  
C Due Income No Kids                              D Double Income No Kitchen
- 2 \_\_\_\_\_ is a series of stages determined by a combination of age, marital status, and the presence or absence of children :  
A The First-class Life Cycle                      B The Funny Life Cycle  
C The Family Life Cycle                            D The Fancy Life Cycle
- 3 The key reasons for broken promises are:  
A Overpromising in the advertisement or personal selling.                      B Inadequate coordination between the operations and marketing.  
C Differences in policies and procedures across service outlets.                      D All of the above
- 4 Psychographic segmentation is on the basis of the following variables:  
A Personality    B Motives  
C Lifestyles    D All of the above
- 5 \_\_\_\_\_ involves segmenting of market judging the event of use such as heavy, medium, light users and those who do not use the product at all.  
A Vital segmentation                                      B Volume segmentation  
C Voice segmentation                                    D None of these

- 6 In \_\_\_\_\_, emphasis is placed on repeat purchases by the buyers.  
A Quantitative segmentation                      B Questioning segmentation  
C Quest segmentation                                D Qualitative segmentation
- 7 Service performance gap occurs due to:  
A Role ambiguity                                      B Role conflict  
C Poor employee-job fit                              D All of the above
- 8 The segmentation based on the distinctive mode of living of segments involving questions regarding how they spend their time, the nature of their interests and the basic characteristics like stage in the life cycle, income, education.:  
A Lifestyle segmentation                              B Fine style segmentation  
C Both A and B                                         D None of these
- 9 The three points of the service triangle represent:  
A The organization                                      B The customers  
C The employees                                        D All of the above
- 10 Labor that goes beyond the physical and mental skills needed to deliver quality service is called \_\_\_\_\_.  
A Emotional Labor                                      B Empty Labor  
C Emergency Labor                                      D None of these

**Part – B (Do as Directed)**

**(10)**

- 1 What do you mean by 'Service'? Answer in two - three sentences.
- 2 What do you mean by 'Normative expectations'? Answer in two - three sentences.
- 3 Explain 'Market-based Pricing' in two - three sentences.
- 4 Explain 'Cost-based pricing' in two - three sentences.
- 5 What do you mean by 'Demographic segmentation'? Answer in two - three sentences.
- 6 What do you mean by 'Product specialisation'? Answer in two - three sentences.
- 7 What do you mean by 'Age segmentation'? Answer in two - three sentences.
- 8 What do you mean by 'Inter-client conflict'? Answer in two - three sentences.
- 9 What do you mean by 'Territorial or graphic segmentation'? Answer in two - three sentences.
- 10 What do you mean by 'Experienced based expectations'? Answer in two - three sentences.

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