

Roll No.

Aim LIB

Total No. of Questions : 07]

D2010

[Total No. of Pages : 02

BBA (Sem. - 6th)

SERVICES MARKETING

SUBJECT CODE : BB - 603

Paper ID : [C0231]

[Note : Please fill subject code and paper ID on OMR]

Time : 03 Hours

Maximum Marks : 60

Instruction to Candidates:

- 1) Section - A is Compulsory.
- 2) Attempt any Four questions from Section - B.

Section - A

Q1)

(10 × 2 = 20)

- a) Hybrid and pure service.
- b) SERVQUAL.
- c) Service Marketing Mix.
- d) Service Triangle.
- e) Service Recovery.
- f) Concept of Tangibility spectrum.
- g) Market Segmentation.
- h) Market positioning.
- i) Quality gaps.
- j) Importance of managing physical evidence.

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Section - B

(4 × 10 = 40)

- Q2)** Discuss the reasons for growth of service economy globally.
- Q3)** Explain the goods and services continuum. What are the characteristics that differentiate goods from services?
- Q4)** Explain the services marketing mix and role of marketing in services.
- Q5)** Discuss the importance of managing demand and capacity in services. Also explain the role of employees and customer participation in effective delivery.
- Q6)** What do you mean by consumer evaluation of services? Explain the consumer's distinctive behavior patterns towards services.
- Q7)** Discuss market segmentation, targeting and differentiation and their importance in services marketing strategy.

