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Total No. of Questions : 07]

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BBA (Sem. - 6th)

SERVICES MARKETING

SUBJECT CODE : BB - 603 (2008 to 2011 Batch)

Paper ID : [C0231]

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) Define Services Marketing
- b) Define positioning
- c) What do you mean by physical evidence?
- d) What is service marketing triangle?
- e) Highlight role of intermediaries in effective service delivery?
- f) What is meant by service life cycle?
- g) Define service differentiation?
- h) What is meant by targeting of a service?
- i) Why is it important to study buyer behavior for a service?
- j) Outline advantages of customer participation in effective service delivery.

Section - B

(4 × 10 = 40)

Q2) What are characteristic features of services? Explain with suitable illustrations

Q3) What are the different gaps that can occur in service quality? Suggest ways to reduce such quality gaps, with examples.

Q4) Explain various elements of the service marketing mix, with illustrations.

Q5) Explain the various decision making roles in purchase decisions for a service, with examples.

Q6) Recommend various pricing strategies for services, with illustrations.

Q7) Write notes on:

- a) Bases for Service Segmentation
- b) Reasons for Growth in Services

