

Title: Services Marketing (BB-603)

Paper ID- C0231

Time: 3 Hrs**Max Marks: 60****Note: Question Paper contains Two Units: A and B****Attempt All Ten Questions from Section A. Answer Each question in 2 to 5 lines. Each question from section A is of 2 marks.****Attempt Any Four Question sfrom Section B. Each question from section B is of 10 marks****Section A****Note: Attempt Each question in 2-5 lines. Each question is of 2 marks**

- i) Define Service Marketing
- ii) Define perishability
- iii) Define heterogeneity
- iv) What are bases of segmentation of a service?
- v) What is penetration pricing?
- vi) Define the term differentiation
- vii) What is service marketing triangle
- viii) Define the term service quality
- ix) Identify reasons for growth in services
- x) Highlight importance of employees in effective delivery of a service.

Section B**Note: Attempt Any Four Questions. Each question is of 10 marks.**

- 1) Highlight the role and importance of the services. Differentiate between goods and services, with examples.
- 2) Identify gaps that can exist in service quality. Suggest strategies to reduce these quality gaps
- 3) Critically examine various elements of the service marketing mix, with suitable illustrations.
- 4) A) what are the various decision making roles with regards purchase of a service?
B) Write a note on consumer evaluation of a service.
- 5) Recommend suitable marketing strategies for services, with illustrations.
- 6) Write notes on:
 - a) Service Life Cycle
 - b) Importance of intermediaries in effective service delivery