Dr. Babasaheb Ambedkar Open University
Term End Examination July - 2016

Course	**: BBAHT**	**Numeric Code:**	
Subject Code	**: BBAHT 306**	**Max. Marks**	**: 70**
Subject Name	**: Services Marketing**	**Duration**	**: 03 Hours**
Date	**:**	**Time**	**:**

SAMPLE QUESTION PAPER

Section A

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

1. What are the factors responsible for service marketing?
2. Explain four categories of customer expectation with the examples.
3. Explain different types of market segmentation.
4. What factors influence a buyer to buy a new service product?
5. Explain four basic types of marketing intermediaries.

Section B

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

1. What is advertising?
2. What is market based pricing?
3. Which are the basic elements of total market concept?
4 Write note on reform policies introduced by government of India to trigger the growth of entertainment industry in India.
5 What are hard service standards?
6. What are soft service standards?

Section C

A. MCQ (2x5) **(10)**

1 Which of the following is not a government owned public sector service

a. Telephone b. Electricity supply c. Post office d. Hospitality

2. The three points of service triangle represents

a. The organisation b. The customers c. The employees d. All of the above

3. Followings are the characteristics of service except one

a. Lack of ownership b. Separability c. Intangibility d. Perishability

4. For any service providing organisation good services to customer is an essentially

a primary goal b. secondary goal c. territory goal d. None of the above

5 Irregular demand means consumer purchases vary on a

a. seasonal & monthly b. weekly & daily or even monthly

c. Both a & b d. None of above.

B. Explain following terms in one or two lines only. (2 X 5). **(10)**

1 Franchisee

2. DINK

3. Intangible

4. After sale service

5. The four Ps of marketing

SAMPLE QUESTION PAPER