

Dr. Babasaheb Ambedkar Open University
Term End Examination February – 2026

Course	: BBAR	Date	: 20-Feb-26
Subject Code	: BBAR-403	Time	: 03:00pm to 05:15pm
Subject Name	: Service Marketing	Duration	: 02.15 Hours
		Max. Marks	: 70

Section A

Answer the following (Attempt any three) (30)

1. Explain the determinants of Service quality.
2. Describe different types of customer expectations.
3. Write Relationship development strategies in detail.
4. Explain types of service guarantee in detail.
5. Write guidelines for physical evidence strategy.

Section B

Answer the following (Attempt any four) (20)

1. Explain important consideration for service innovation.
2. Write a note on service blue printing.
3. Write difference between standardization and customization.
4. Explain the service Triangle.
5. Write barriers in disturbing services through electronic channels.
6. Explain about strategy maps to enhance balanced scorecard.

Section C

Part – A (Multiple Choice Questions) (10)

- 1 Services are defined as "activities, benefits or satisfactions which are offered for sale or provided in connection with the sale of goods".
A Canadian Marketing Association B American Marketing Association
C Indian Marketing Association D European Marketing Association
- 2 Services Process on People mind is known as
A Information Processing B People Processing
C Mental Stimulus Processing D Possession Processing
- 3 Expanded Marketing Mix for Services includes which Ps
A Product B Place
C People D Promotion
- 4 According to various scholars service quality is linked to _____ factors
A Costs B Customer Satisfaction
C Profitability D All of them

- 5 The problem arises when company does not fulfill its promises which they had communicated through media is known as
 - A Listening gap
 - B Communication gap
 - C The service performance gap
 - D The service design and standard gap
- 6 Which is not the relationship challenge?
 - A Non Profitable in Long Run
 - B Ending Business Relations
 - C Difficult Customer
 - D The customer is always right
- 7 Which is NOT the type of Complainers?
 - A Passives
 - B Voicers
 - C Resister
 - D Activists
- 8 There are a number of risks inherent in attempting to describe services in words alone.
 - A Biased Interpretation
 - B Subjectivity
 - C Incompleteness
 - D All of them
- 9 The component elements required to set service standards in an organization are known as _____.
 - A Service encounters
 - B Services cape
 - C Service standards
 - D Service quality
- 10 Under which conditions would market skimming be likely to be a viable strategy ?
 - A No competitors
 - B Insufficient market capacity and competitors
 - C Demand of products
 - D All of the above

Part – B (Do as Directed)

(10)

- 1 What is Puffery?
- 2 Define Perishable Inventory.
- 3 Explain Customers as a Productive Process.
- 4 What is zone of tolerance?
- 5 Write two challenges of service innovation and design.
- 6 Give meaning of service recovery.
- 7 Give full form of OCRM.
- 8 Give full form of PRM.
- 9 Write 2 characteristics of services.
- 10 Define Derived service.
