

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

Course	: BBAR	Date	: 20-Feb-2026
Subject Code	: BBAR24403	Time	: 03:00pm to 05:15pm
Subject Name	: Service Marketing	Duration	: 02.15 Hours
		Max. Marks	: 70

	Answer the following Questions.	Marks
Q-1	Define Services. Explain each of its characteristics in detail. OR How is the technological revolution transforming the service sector?	14
Q-2	Draw the Conceptual Model of Service Quality and write different ways to close the Service Quality Gap. OR Describe the process of Product Positioning.	14
Q-3	Explain the concept of Service Marketing Mix in detail. OR Write techniques to resolve the service quality gaps.	14
Q-4	Give an overview of service sector in India. OR Explain about Service as a Process and Service as a System.	14
Q-5	Write a short note: (Any two)	14
1	Physical Evidence	
2	Role of Blue Printing	
3	Relationship Marketing	
4	CRM Strategies	
5	Customer Retention	
