

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

Course	: BBAHT	Date	: 18-Feb-26
Subject Code	: BBAHTN-306	Time	: 11:30am to 01:45pm
Subject Name	: Services Marketing	Duration	: 02.15 Hours
		Max. Marks	: 70

Section A

Answer the following (Attempt any three) (30)

1. Explain the Concept of Service Marketing Triangle.
2. Explain the Types of Market Segments.
3. Explain the Dimensions of Service Quality and Service Positioning.
4. Explain the Strategies to Match Service Promises with Delivery.
5. Explain the Key Intermediaries for Service Delivery.

Section B

Answer the following (Attempt any four) (20)

1. Explain the Factors that Influence Customer Perception of Service.
2. Explain the Process for Developing Customer Defined Standards.
3. Explain the Strategies for Enhancing Customer Participation.
4. Explain the Waiting Line Strategies.
5. Explain the different Approaches to pricing services.
6. Explain the Service Marketing Strategies for Health.

Section C

Part – A (Multiple Choice Questions) (10)

- 1 Which of the following sets of terms best describes a service?
A objects, devices, and performances B effort, objects, and deeds
C things, devices, and performances D deeds, effort, and performances
- 2 Which of the following is not a part of service marketing mix.
A Price B Promotion
C Profit D Process
- 3 Examples of Profit-oriented objectives are:
A profit maximization B profit satisfaction
C target return on investment D all of the above
- 4 For desired service expectations Personal needs consists of
A Physical and psychological B social
C functional needs D all of the above

- 5 The application of psychographic segmentation improves
 - A brand positioning
 - B targeting
 - C advertising
 - D all of the above
- 6 Transaction based survey is part of
 - A Hard standard
 - B Soft standards
 - C Both
 - D None of the above
- 7 The type of sources of conflicts are:
 - A Role conflict
 - B Organization conflict
 - C Interclient conflict
 - D All of the above
- 8 Psychographic segmentation is on the basis of the following variables:
 - A Personality
 - B Motives
 - C Lifestyles
 - D All of the above
- 9 Intangibility in services can be compensated by following strategies:
 - A Use narrative to demonstrate the service experience
 - B Present vivid information and Use of interactive imagery
 - C Focus on the tangibles
 - D All of the above
- 10 Relationship development takes place in five stages
 - A awareness, exploration,
 - B expansion, commitment
 - C dissolution
 - D all of the above

Part – B (Do as Directed)

(10)

- 1 Explain Market segmentation.
- 2 Define Explicit service.
- 3 Define Boundary spanners.
- 4 Define Family life cycle (FLC).
- 5 Define Marketing communications mix.
- 6 Define Service marketing system.
- 7 Define Service encounter stage.
- 8 Define Service guarantee.
- 9 Define Service model.
- 10 Define Marketing implementation.
