

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

Course	: BBAHT	Date	: 10-06-2026
Subject Code	: BBAHT-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 expectation of customer regarding service.
2. What is market segmentation? Explain its types.
3. Explain the importance of service employee.
4. Discuss the importance of customer and customer's role in service delivery.
5. Explain the service marketing strategy for hospitality sector.

Section B

Answer the following (Attempt any four) (20)

1. Explain the concept of service marketing triangle.
2. Explain the factors that influence customer perception of service.
3. Discuss the process for developing customer defined standards.
4. Explain the positioning on the five dimensions of service quality.
5. Explain the Four Categories of Strategies to Match Service Promises with Delivery.
6. Explain the cost based and market based pricing.

Section C

Part – A (Multiple Choice Questions) (10)

- 1 Following are the characteristics of service except one:
A Lack of ownership B Intangibility
C Separability D Perishability
- 2 Sources of adequate service expectations are:
A Psychological B Perceived service alternatives
C Self-perceived service role D All of the above
- 3 Amongst the following which is not a broad dimensions on which customers perception of service.
A Tangibles B Reliability
C Sympathy D Assurance
- 4 The challenges faced in maintain relationships are except one:
A Customer is not always right B Switching costs
C Non profitable in the long term D Relationships end

- 5 Hard service standards are the ones which can be
 - A Counted
 - B Timed
 - C Observed through audits
 - D All of the above
- 6 GAP 3 reflects variation of the actual performance from the standard performance, it is known as:
 - A Service performance gap
 - B Communication gap
 - C Service design and standards gap
 - D The listening gap
- 7 Conventional push distribution channels involve the aggressive promotion of a service through
 - A Trade incentives
 - B Trade advertising
 - C Personal selling
 - D All of the above
- 8 Shifting demand to match capacity when demand is too high one should not
 - A Communicate busy days and times to customers
 - B Advertise peak usage times and benefits of nonpeak use
 - C Modify timing and location of service delivery
 - D Offer incentives for non-peak usage
- 9 A market is defined as
 - A people or organizations with needs or wants
 - B with the ability and the willingness to buy
 - C both a and b
 - D only b
- 10 Marketing mix would comprise of:
 - A price and place
 - B promotion and product
 - C both a and b
 - D none of the above

Part – B (Do as Directed)

(10)

State whether the following statements are true or false.

- 1 Service delivery affects due to the proper motivation system.
- 2 One of the example of credence products is accounting.
- 3 The SERVQUAL instrument measures the service quality as difference between P and E as P plus E.
- 4 Switching barriers is an element of developing a relationship.
- 5 Service evidence is a service planning tool.
- 6 Doctors, lawyers, accountants need to perform the role of a boundary spanner.
- 7 One of the types of intermediaries for service delivery is retailer.
- 8 Waiting customers can be differentiated on the basis of payment of premium price.
- 9 Time costs and Search costs (Physical Costs) is a Non-monetary costs.
- 10 Location is the main element of total market concept.
