

Course	: BBAR	Date	: 08-07-2026
Subject Code	: BBAR-403	Time	: 03:00pm to 05:15pm
Subject Name	: Service Marketing	Duration	: 02.15 Hours
		Max. Marks	: 70

Answer the following (Attempt any three) (30)

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

- Part – A (Multiple Choice Questions) (10)

- 1 Goods are _____.
A Tangible B Homogeneous
C Transfer of ownership D All of them
- 2 Sales minus -----is equal to profit.
A Loss B Revenue
C Product D Cost
- 3 Customer expects minimum level of service is known as.
A Adequate service B Desired services
C Zone of tolerance D None of the above
- 4 Customer Satisfaction is influenced by NOT.
A Perception B Price
C Product Quality D Personal factors
- 5 Customers are asking for _____ types of justice.
A Outcome fairness B Interactional
C Procedural fairness D All of them

- 6 The goal of _____ for the service firm is to develop a service that meets each customer's individual needs.
A Customization
B standardization
C Customer Standards
D None of them
- 7 _____ are the types of Service scape.
A Services cape Usage
B Service scape Complexity
C None of them
D Both of them
- 8 Service Marketing Triangle does NOT include:
A Employee
B Vendor
C Company
D Customer
- 9 Full form of SST is:
A Self-Servicing Technology
B Self-Summing Technology
C Self-Service Technology
D Self-Service Technique
- 10 HEM stands for Hierarchy of _____ Model.
A Effect
B Elective
C End product
D Element

Part – B (Do as Directed)

(10)

- 1 Explain Customer Perception.
- 2 Explain Service Quality.
- 3 Explain Relationship Marketing.
- 4 Define Service Blue Printing.
- 5 Explain Word of mouth.
- 6 What is Personal Selling?
- 7 Explain Bundled Pricing.
- 8 Define Channels.
- 9 Explain Puffery.
- 10 What is Service Failure?
