

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

Course	: BBAR	Date	: 08-07-2026
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	Explain the techniques to resolve service quality gaps in detail. OR Explain the rise of the services sector in India.	14
Q-2	What is the role of positioning? Explain its different levels. OR Write a detailed note on the distribution of services and explain the four types of service products with suitable examples.	14
Q-3	What is a service delivery system? Describe the process of designing and delivering services in detail. OR Explain planning and branding of service products. Also, present an overview of the role of blueprinting in service design.	14
Q-4	Discuss the distinctive characteristics of services - Intangibility, Inseparability, Variability, and Perishability. OR Discuss the service-based components of quality.	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	
