Dr. Babasaheb Ambedkar Open University
Term End Examination December – 2019

Course	**:**	**BBA**	**Date**	**:**	**26-Dec-2019**
Subject Code	**:**	**BBA - 303(OLD)**	**Time**	**:**	**11:00 to 02:00**
Subject Name	**:**	**Service Marketing**	**Duration**	**:**	**03 Hours**
			Max. Marks	**:**	**70**

Section A

Answer the following (Attempt any three) **(30)**

1. Explain the Reasons for Growth of Service Industry.
2. Explain the Marketing Implication of Services Characteristics.
3. Discuss the 7ps of Service Marketing in Detail.
4. Explain the Strategies for influencing customer perception.
5. Write a note on Travel Services Marketing.

Section B

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

1. Differentiate between Goods and Services.
2. Explain the Steps in Differentiation.
3. Discuss the price determination process.
4. Explain the Critical Success Factors in Services Marketing.
5. Write a note on Mutual Funds Marketing.
6. Write a note on Hospital Services Marketing.

Section C

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

1 Which of the following is not an element of physical evidence?

A Employee Training B Employee Dress
C Equipment D Facility Design

2 _____ is the difference between customer expectation and perception.

A Customer Delight B Customer Gap
C Customer Satisfaction D Supplier Gap

3 Which of the following is not an element of people?

A Motivation B Team Work
C Customer Training D Flow of Activities

4 Which of the following is difficult to evaluate?

A Jewellery B Furniture
C Auto Repair D Clothing

5 Evaluation of medical diagnosis service is mainly depends on _____.

A High in experience quality B High in credence quality
C High in search quality D None of the above

6 _____ is defined the caring, individualized attention that the firm provides to its customers.

A Sympathy B Assurance
C Empathy D Responsiveness

7 SSTs stands for:

A Stable Service Technologies B Social Service Technologies
C Self Service Technologies D Smart Service Technologies

8 _____ are the only service distributors which do not require direct human interection.

A Direct Service Channel B SSTs
C Electronic Channel D Speculative Service Channel

9 Which of the following are the determinants of service quality?

A Empathy B Reliability
C Responsiveness D All of the above

10 Which of the following is not a tangible dominant?

A Detergent B Automobile
C Soft drink D Investment Management

Part – B (Do as Directed) **(10)**

Explain the Following Terms:

1 Word-of-Mouth Communication
2 Variability of Services
3 Value Pricing
4 Service Failure
5 Internal marketing
6 Physical Evidence
7 Service life Cycle
8 Service Recovery
9 Self – Servicing
10 Customization