

# **Dr. Babasaheb Ambedkar Open University**

**Term-End Examination July - 2016**

**Course: BBA (old)**

**Subject Code: 303**

**Subject Name: Service Marketing**

**Date :**

**Max. Marks: 70**

**Duration: 3 Hours**

**Time:**

---

## **Section A**

**Answer the following: (Any Three)**

**(30)**

1. Compare and contrast the product characteristics of 'goods' and 'services'. Suggest the marketing implications too.
2. How IT firms are in service industry when it is providing software to its customers? Give justification for your answer.
3. Explain pricing, process and people in context with a life Insurance sector.
4. Explain the GAP model of service quality.
5. How can we incorporate the element of communication in the hotel marketing mix? – explain.

## **Section B**

**Answer the Following: (Any Four)**

**(20)**

1. Explain Marketing Mix and Education Service
2. Explain in brief: Medical Transcription Process
3. What is the 'product' of portfolio services? Discuss in detail.
4. Customer Relations in Service Marketing
5. What do you mean by differentiation? Is it different than positioning?
6. What do you think are the main reasons for including the element of people in the marketing mix for services?

## Section C

### A. MCQ (2x5)

(10)

1. Which of the following businesses would be characterized as a pure service?
  - a. Insurance
  - b. Farming.
  - c. Mining.
  - d. There is no such thing as a pure service
2. Services that occur without interruption, confusion, or hassle to the customer is called....
  - a. Seamless service
  - b. Service audit.
  - c. Functional service
  - d. Departmental service
3. The centralized mass production of services is difficult due to...
  - a. Inseparability.
  - b. Intangibility.
  - c. Homogeneity.
  - d. Perishability.
4. The zone of tolerance is defined by the difference between...
  - a. Expected service and desired service.
  - b. Predicted service and desired service
  - c. Desired service and adequate service.
  - d. Predicted service and perceived service
5. The advantage that the E-marketing communications carries is.....
  - a. Reaching a widely dispersed audience.
  - b. Being cost effective.
  - c. Being personalized.
  - d. More customer satisfaction.

### B. Do as Directed (2x5)

(10)

1. Define Minimal Marketing.

2. Define Head sell marketing
3. What is technical and perceived quality?
4. Define Marketing through Consortiums.
5. What is Service Package?

SAMPLE QUESTION PAPER