[18–HRGPKAC–D6S]

BBA 6th Semester Exam., 2018

SERVICE MARKETING

(Optional)

[BBA (S6) 24 (MKT)]

Full Marks : 80

Time : 3 hours

The figures in the margin indicate full marks for the questions

1. Answer the following questions : 1×8=8

(a) Give two examples of banking services.

(b) State the concept of service encounter.

(c) The frontline employees are referred to as boundary spanners. Is the statement true?

(d) Give one example of mental processing services.

(e) Give one example of internal factors that affect pricing.

(f) Give one example of external factors that affect pricing.

(g) Define service productivity.

(h) Define reliability.

2. Answer the following questions (each within *50* words) : 2×8=16

(a) What is meant by physical evidence in services marketing mix?

(b) Write the meaning of zone of tolerance.

(c) What is relationship marketing?

(d) Give one example each of people processing and possession processing services.

(e) State the concept of supplementary service.

(f) What is internal marketing?

(g) Define interactive marketing.

(h) State two conditions a fixed capacity service faces.

3. Answer any *five* from the following questions (each in around *100* words) : 4×5=20

(a) State four forces which have influenced the growth of service sector.

(b) How does developing positioning strategy help to build the brand value of an organization?

(c) Outline the factors that are associated in developing a positioning strategy.

(d) How can customer play a role in service delivery?

(e) What are the basic approaches to manage demand in service setting?

(f) Elaborate the concept of cost-based pricing.

4. Answer any *two* from the following questions (each in around *300* words) : 8×2=16

(a) Describe the characteristics of services.

(b) Discuss how the consumer decides about availing a service product.

(c) Describe the integral service communication mix elements.

5. Answer any *two* from the following questions (each in around *400* words) : 10×2=20

(a) Describe the ways of classifying services.

(b) Explain the factor that influences customer perception.

(c) Discuss the strategic importance of employees in service delivery.

(Continued)