SERVICE MARKETING

[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 (each within *1* or *2* sentences) : 1×8=8

(a) Give one example of combination of goods and services.

(b) Give one example of physical evidence element of service marketing mix.

(c) What is zone of tolerance?

(d) What is meant by employee surveys in service marketing research?

(e) What is supplementary service?

(f) Give an example of franchise services which are produced by the intermediary using a process developed by the service principal.

(g) What is mistargeted communication?

(h) Write the full form of IRDA.

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

(a) Explain any two forces that influence the growth of service sector.

(b) Mention any two ways of classifying services.

(c) Explain the term 'consumer behaviour'.

(d) Give four examples of facilitating supplementary services.

(e) Which are the three interlinked groups in the service triangle?

(f) State any four strategies which can be used for managing the low demand so as to create more demand for the service.

(g) State the organizational objectives of price determining process.

(h) State any four criteria that customers rely on while evaluating the service quality.

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

(a) Discuss any four characteristics of services.

(b) Discuss any four differences between goods and services.

(c) Explain market segmentation and target segment.

(d) Explain purchase decision-making process.

(e) Explain the various steps involved in the development of the new services.

(f) Explain the importance of service employees.

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

(a) Discuss the guidelines to design an effective service communication strategy.

(b) Explain the importance of service intermediaries.

(c) Write a note on customer service function.

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

(a) Discuss the importance of market research in terms of evaluating customer expectation and perception.

(b) Explain the two set of factors which influence pricing policy.

(c) Write short notes on any *four* of the following questions : 2½×4=10

(i) The 3 extended *P*'s of service marketing mix

(ii) Call forwarding

(iii) Multiparty service

(iv) Competition-based pricing

(v) Productivity in a service context

(vi) Waiting line issues