

U.G. 6th Semester Examination - 2020**BBA****Course Code : BBBADSHT4****Course Title : Marketing of Services**

Full Marks : 40

Time : 2 Hours

*The figures in the right-hand margin indicate marks.**Candidates are required to give their answers in their own words as far as practicable.*1. Answer any **ten** questions of the following:

1×10=10

- Define Physical Evidence.
- What do you mean by target customer?
- Distinguish between expected service and perceived service.
- Give an example of positioning service in the market place.
- Define price.
- What do you mean by service environment?

- Define customization of service.
- What do you mean by service quality?
- What do you mean by consultancy service?
- Define Internal marketing.
- Mention any two employee motivation model.
- What do you mean by service product?
- What is promotion?
- What is Heterogeneity?
- What is customer loyalty in service context?

2. Answer any **five** questions of the following:

2×5=10

- Define service.
- Define service marketing mix.
- What is perishability?
- What is standardization of service?
- What is service recovery?
- Why service marketing is more difficult than product marketing?
- What is service blueprint?
- Define market segmentation.

3. Answer any **two** questions of the following:

5×2=10

- a) How do you manage the gap between expected and perceived service?
- b) Managing demand and supply is service marketing is an important consideration for success. Explain.
- c) How is 'people' key to a service business?

4. Answer any **one** question of the following:

10×1=10

- a) Discuss the characteristics of services. State the importance of service marketing in Indian Economy. 5+5
- b) Discuss the quality of service and its dimensions. What is service life cycle? Explain. 5+5
- c) Write short notes (any **two**): 5×2
 - i) STP Concept
 - ii) Product Bundeling
 - iii) Service Cape
 - iv) Developing pricing strategies