

**2020****BBA****[HONOURS]****Paper : BBA3.8****(Marketing of Services)**

Full Marks : 80

Time : 4 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.*Answer **Q.No.1** and any other **five** from the rest:

1. Answer any **ten** questions:  $2 \times 10 = 20$
- What is service marketing?
  - State two characteristics of service.
  - Define pricing.
  - State two qualities of service.
  - What is physical evidence of service?
  - State the importance of service delivery.
  - What is consultancy service?
  - Distinguish between expected service and perceived service.

- Distinguish between travel and tourism service.
  - What is service process?
  - What is customization of service?
  - What is service standardization?
  - Define promotion.
  - What is customer loyalty in service context?
  - Define 'Discount Pricing'.
2. a) Examine the impact of environment in service marketing.
- b) Explain the evolution of services.  $6+6$
3. a) State the importance of service positioning.
- b) Highlight on the growth pattern of service sector in Indian economy.  $6+6$
4. What is service life cycle? Explain its various stages.  $4+8$
5. Explain the Parasuraman Model on service quality.  $12$
6. a) What do you mean by competition based pricing? How costs play a role in pricing a service?

*[Turn Over]*

- b) What are the different kinds of offerings offered by a firm? Explain. (2+4)+6
7. a) State the role of sales force motivation in service marketing.
- b) Explain service experience and its role. 6+6
8. a) What is a 'service blueprint'?
- b) How might 'service blueprint' be used for marketing decisions? 2+10
9. Examine the components of service marketing in travel and transport services. 12
10. Write short notes on (any **two**): 6×2=12
- a) Consultancy services
- b) Education and training services
- c) Moments of Truth in services
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