

**U.G. 6th Semester Examination - 2021****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

- a) What is STP?
- b) What is publicity?
- c) What do you mean by relationship marketing?
- d) What do you mean by social class?
- e) What is commercialization of services?
- f) What is skimming price?
- g) What is services marketing mix?
- h) What is product bundling?
- i) Define perishability.

- j) What do you mean by pricing of service?
- k) What do you mean by intangibility of service?
- l) What are industrial services?
- m) Distinguish between core and peripheral services.
- n) What do services capes mean?
- o) What is customization?

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

2×5=10

- a) What do you mean by reference group?
- b) Define service environment.
- c) Who are front line staff?
- d) Define service failure.
- e) How is service different from a product?
- f) What is consumer decision making process?
- g) What is penetration pricing?
- h) Describe customer's role in effective delivery of services.

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

5×2=10

- a) Analyze the reasons for growth of service sector in recent times.

*[Turn over]*

- b) How do satisfaction and service quality relate to one another?
- c) Describe how market segmentation can be used in services.

4. Answer any **one** question :  $10 \times 1 = 10$

- a) Bring about the importance of service recovery in order to retain the goodwill of a service firm. Mention the various types of complainers existing in the service field.
- b) Write short notes (any **two**):  $5 \times 2$ 
  - i) SERVQUAL
  - ii) Difference between goods and services
  - iii) Internal marketing
  - iv) Customers' role in service delivery
- c) Critically examine various elements of service marketing mix with suitable examples.

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