

BBA 6th Semester Exam., 2022**SERVICE MARKETING**

Time : 3 hours

Full Marks : 60

Instructions :

- (i) The marks are indicated in the right-hand margin.
- (ii) There are **SEVEN** questions in this paper.
- (iii) Attempt **FIVE** questions in all.
- (iv) Question Nos. 1 and 2 are compulsory.

1. Answer any six of the following questions :

2×6=12

- (a) What is service marketing mix?
- (b) Define the concept of service.
- (c) Name the unique characteristics of services.
- (d) Why do customer switch over service providers?
- (e) What is customer loyalty?

- (f) Name four key pricing strategies that may be used to sell services.
- (g) What is franchising?
- (h) Define niche market.
- (i) What do you understand by customer profiling?
- (j) Differentiate between services and customer service.

2. Answer any three of the following questions :

4×3=12

- (a) What are the various steps involved in determining a positioning plan?
- (b) How is technology changing the nature of services?
- (c) What is customer satisfaction and why is it important?
- (d) How can the gap between customer's expectations and perceived service be resolved?
- (e) Describe the services marketing triangle.
3. Define service quality. What are the underlying themes of service quality? 12

- ✓ 4. How do services differ from products? What are the marketing implications of service characteristics? 12
5. Briefly describe the buying process taking the example of 'Home-Loan Financial Services'. 12
- ✓ 6. Discuss the various stages in the development of a new service offerings. 12
7. Describe the gaps model and explain the significance of the five gaps that the model identifies. 12
