(Please write your Exam Roll No.) *Exam Roll No. .....*

END TERM EXAMINATION

FIFTH SEMESTER [BBA] DECEMBER- 2019

Paper Code: BBA-305 ***Subject: Services Marketing***

Time : 3 Hours ***Maximum Marks :75***

Note: Attempt five questions in all including Q.no.1 which compulsory. All question carry equal marks.

Q1 Briefly explain **any three** of the following:-

(a) "There is nothing like a pure goods or pure service". Briefly explain this statement with two suitable examples.

(b) Explain how a service can be positioned in two different ways by using the example of airlines services.

(c) What role do consumer emotions play in consumer perception of the service experience?

(d) Distinguish between Reliability and Responsiveness dimension of services quality.

(e) Distinguish between the cost-based and demand-based approach to pricing services.

(f) Explain the components of the services marketing triangle.

Q2 Discuss the challenges that the 'Intangibility' dimension of services poses for marketers and suggest the steps that marketers can take to overcome these challenges. Use suitable examples.

Q3 Explain the various factors that have contributed to the growth of the service industry in India in recent years.

Q4 Explain the steps marketers can take to reduce Gap 1 and Gap 3 with reference to the GAPs model of services.

Q5 Discuss the measure that can be taken for effective service recovery. Use the example of airlines to illustrate your answer.

Q6 Using the example of a fast-food restaurant to describe the typical components of a Service Blueprint and explain the benefits of service blueprinting.

Q7 Explain the importance of the 'People' element of the services marketing mix and suggest a set of guidelines for effective management of frontline service personnel.

Q8 Write short notes on **any two**:-

(a) Benefits and risks of franchising services for the franchisor

(b) Integrated services communication mix

(c) Role of physical evidence in services marketing

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