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

END TERM EXAMINATION

FIFTH SEMESTER [BBA] FEBRUARY 2023

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

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

Note: Attempt any five question. All questions carry equal marks.

Q1. Write Notes on:

(a) Explain the nature of services.

(b) What are the unique characteristics of services?

(c) Give an example of expanded marketing mix.

(d) What is market segmentation?

(e) Outline the need of new service development.

Q2. (a) Discuss the evolution and growth of service sector in India

(b) Discuss the service marketing opportunities in hospitality and tourism sector.

Q3. (a) Explain service market segmentation, targeting and positioning with a suitable example.

(b) (i) Explain GAP model of service quality.

(ii) Discuss the need for measuring service quality.

Q4. (a)Why most of the corporate prefer integrated service marketing communication? Discuss.

(b) How does the corporate are designing service delivery system? Explain with suitable case.

Q5. (a) Discuss the major issues and challenges of service marketing in India.

(b) Explain various methods for Pricing of services

Q6. (a) Discuss how the service strategies vary sector- wise? Why there is variation?

(b) Explain the service strategies for financial and entertainment sector

Q7. Critically evaluate SERVQUAL? Explain in detail with suitable example.

P.T.O.

BBA-305
P 1/2

Q8. Write Notes on:

(a) Explain the need for positioning of services.

(b) What is services channel?

(c) Write briefly about service strategies for health.

(d) Explain the need of logistics services.

****

BBA-305
P2/2