

U.G. 6th Semester Examination - 2022**BBA****Course Code : BBBADSHT4 [DSE-4]****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) Distinguish between expected service and perceived service.
- b) What is service environment?
- c) What are Services capes?
- d) Distinguish between a product and a service.
- e) Define saturation of a service.
- f) What do you mean by Service Guarantee?
- g) What is heterogeneity?
- h) Define Pure Services.

- i) What do you mean by Service?
- j) What do you mean by targeting in service business?
- k) What is positioning of service?
- l) Define human dimension in service.
- m) What is service defect?
- n) Why service recovery is needed for service firm?
- o) What is internal marketing in service firm?

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

2×5=10

- a) What are the various ways by which service can be classified?
- b) What is service encounter?
- c) What do you mean by 'Zone of Tolerance'?
- d) What do you mean by Service Strategy?
- e) Explain intangibility feature of service.
- f) Why is service quality important?
- g) What is customer loyalty in service sector?
- h) Mention two causes of service failure.

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

5×2=10

- a) Explain the basic characteristics of Service Marketing with example.
- b) How important is it to understand Consumer Behavior in the marketing of Services?
- c) Describe different stages of service life cycle.

4. Answer any **one** question of the following:

10×1=10

- a) "Critically examine the importance of Services Marketing in Indian Economy. Also elaborate the growth of Service Sector in Indian economy.
5+5
- b) Describe the various pricing strategies and pricing issues in services marketing.
- c) Discuss Parasuraman, Berry, Zeithaml model for service. How can a service provider manage waiting process in service sector? 5+5
