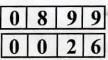
(i) Printed Pages : 2

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(ii) Questions :9

Sub. Code : 0 Exam. Code : 0



Bachelor of Business Administration 6th Semester 1059

MARKETING OF SERVICES Paper-BBA-326

Time Allowed : Three Hours]

[Maximum Marks: 80

- **Note :-** (1) Attempt any **four** parts from the question in Section A. Each part carries **5** marks.
 - (2) Attempt two questions each from Sections B & C. Each question carries 15 marks.

SECTION-A

- 1. Write short notes on any four of the following :
 - (i) Types of service market
 - (ii) Value based pricing.
 - (iii) Define service blue print.
 - (iv) Determinants of buyer behaviour.
 - (v) What is customer relationship management?
 - (vi) 7 P's of marketing mix.

4×5=20

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[Turn over

SECTION-B

- 2. Discuss the Unique Characteristics of Products and Services.
- 3. What are the strategies that influence perceptions and lead to customer satisfaction?
- 4. Discuss various models of Consumer Purchase process.
- 5. Discuss the simplified model of buying behaviour. $2 \times 15 = 30$

SECTION-C

- 6. Outline the characteristics of well designed service system. What are the challenges of service design ?
- Critically evaluate the different pricing strategies based on customer's perception of value with the help of examples.
- 8. Why do you think the customers do/do not complain about service failures ?
- The GAP model is a conceptual tool to identify and correct service quality problems. Explain and justify its importance for a service firm.
 2×15=30