

(i) Printed Pages : 2

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(ii) Questions : 9

Sub. Code : 

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Exam. Code : 

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**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

### **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 ?
7. 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 ?
9. The GAP model is a conceptual tool to identify and correct service quality problems. Explain and justify its importance for a service firm.  $2 \times 15 = 30$