

[Total No. of (i) Printed Pages 4 (ii) Questions 9]

Sub Code : 0899 (1048) Exam Code : 0026

**Exam : Bachelor of Business Administration,
6th Semester**

Subject : Marketing of Services

Paper : BBA-326

Time : 3 Hours Maximum Marks : 80

Note: Attempt any **four** parts of the question in **section A**. Each part carries **5** marks. Attempt **two** questions from each of the **two section B & C**. Each question carries **15** marks.

SECTION - A

- 1.** Write brief notes on any **four** of the following :
 - (i) Meaning and nature of services
 - (ii) Consumer purchase process
 - (iii) Market segmenting and positioning of services.

P.T.O.

- (iv) Service Blueprinting.
- (v) Options for service delivery.
- (vi) Value Based pricing for services.

SECTION - B

2. The service sector is growing everywhere in the world. Do you agree ? Discuss the reasons for the growing of importance for this sector.
3. What are the various classes of services ? How goods can be differentiated from services ? Discuss the salient features of services.
4. What is service marketing triangle ? What are the three other Ps for service marketing in addition to the traditional 4Ps given by Mearthy ? Explain the salient features of services marketing.

5. Write short notes on the following :

- (a) Consumer Behaviour in service encounters.
- (b) Customer expectations and perceptions about services.

SECTION - C

6. Discuss the process for creating a new service. What factors determine the potential size of a new service market ?
7. How service pricing is done ? Discuss the various objectives and foundations for setting prices for services. Does the place and time of service offering/delivery affect the price ?
8. What do you understand by the term, "Service Quality ? Explain with the help of GAB modd, how services marketing can be made more effective.

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9. Write short notes on the following :

- (a) Options for service delivery.
- (b) Service design and its various types.