

(i) Printed Pages: 2

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(ii) Questions : 9

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Exam. Code : 

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**Bachelor of Business Administration 6th Semester**

**(2042)**

**MARKETING OF SERVICES**

**Paper : BBA-326**

**Time Allowed : Three Hours]**

**[Maximum Marks : 80**

**Note :—** (1) Attempt any **FOUR** questions from Section A.

(2) Attempt **TWO** questions each from Sections B and C.

**SECTION—A**

I. Write short notes on any **FOUR** :—

(i) Briefly discuss GAP model.

(ii) Differentiate between goods and services.

(iii) What do you mean by positioning of services ?

(iv) What is value based pricing ?

(v) Write a short note on building loyalty.

(vi) What are the objectives for setting prices ? 4×5=20



## SECTION—B

- II. What do you mean by services ? Highlight the salient features of services.
- III. Discuss the significance of services marketing in Indian perspective.
- IV. Why are consumer experiences so important in the evaluation process of services ?
- V. Discuss the differences between perception of service quality and customer satisfaction. 2×15=30

## SECTION—C

- VI. In order to measure service quality, what do you need to consider ? Why is quality important in services ?
- VII. How might a service blueprint be used for marketing and human resource decisions ?
- VIII. For what consumer services do you have reference prices ? What makes these services different from others for which you lack reference prices ?
- IX. What are the options for service delivery ? Discuss. 2×15=30