

2071
Bachelor of Business Administration
Sixth Semester
BBA-326: Marketing of Services

Time allowed: 3 Hours

Max. Marks: 80

NOTE: Attempt four short answer type questions from Section-A. Attempt two questions each from Section B and C respectively.

x-x-x

Section – A

- I. Write short notes on any four of the following:-
- a) What is new service product?
 - b) What is relationship marketing?
 - c) What do you mean by intangibility of services?
 - d) List 7 service quality gaps.
 - e) Define goods.
 - f) Define servicing triangle. (4x5)

Section - B

- II. Discuss in detail the importance of service marketing in Indian economy. (15)
- III. What do you mean by services? Discuss in detail the various types of services. (15)
- IV. Explain service market segmentation and positioning with a suitable example. (15)
- V. Explain the customer expectations and the perception of services. (15)

Section - C

- VI. Describe role of blue printing in designing, managing, and redesigning service processes. (15)
- VII. Explain various methods of pricing of services. (15)
- VIII. The distribution of services is more challenging than the distribution of goods. Comment. (15)
- IX. Explain SERVQUAL model for measuring servicing quality. (15)

x-x-x