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Roll. No. \_\_\_\_\_

**MS-3182**

B.B.A. (Semester-VI) Examination, 2015

MARKETING OF SERVICES

(BBA-605)

*Time Allowed : Three Hours ] [ Maximum Marks : 70*

Note : Answer five questions in all. Question No.1  
is compulsory. Select one question from  
each Unit.

1. Briefly explain the following concepts :
  - (a) Service scopes 3 × 10 = 30
  - (b) Customer loyalty
  - (c) Service encounter
  - (d) Word of mouth
  - (e) Service quality
  - (f) Service triangle
  - (g) Internal Marketing
  - (h) Service Product
  - (i) Positioning of Services
  - (j) CRM

**P.T.O.**

**(2)**

Unit-I

2. Explain the marketing mix of service in detail. 10
3. (a) Differentiate between goods & services.  
(b) Broadly classify all the types of Services under various categories highlighting the basic characteristics of each category with an example.  $5 \times 2 = 10$

Unit-II

4. (a) Discuss Customer's Satisfaction.  $2.5 \times 4 = 10$   
(b) What is zone of tolerance?  
(c) Role of IT in service.  
(d) How and on what aspects services are positioned?
5. Highlight gaps in the GAP model and state how these gaps can be minimized SERVQUAL'S quality approach.

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Unit-III

6. Taking a banking service of your choice as a base, highlight its service marketing mix. Support your answer with the relevant examples pertaining to that bank only. 10
7. WTO observes a trade practice of services. Which one is it? What are the areas and disciplines observed by this practice? Highlight them. 10

Unit-IV

8. Describe in short the various promotional strategies observed by various service providers in current times. Give relevant examples too. 10
9. (a) What different Services have been categorized by WTO, Which are practiced in current economic environment? Give a brief account on each.  
(b) What relevance does relationship marketing has in services?  $5 \times 2 = 10$

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