

Roll No : .....

Total No. of Questions : 7 ]

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# **BB-411**

**B.B.A. (Part-III) Examination, 2021**

**MARKETING OF SERVICES**

Paper - BBA-603

**(Group M)**

*Time : 1½ Hours ]*

*[ Maximum Marks : 70*

**Section-A**

**(Marks : 2 × 10 = 20)**

**Note :-** All the *ten* questions are compulsory. Each question is to be attempted in **50** words. Each question carries **2** marks.

**Section-B**

**(Marks : 10 × 3 = 30)**

**Note :-** Attempt any *three* questions out of five. Each question is to be attempted in **500** words. Each question carries **10** marks.

**Section-C**

**(Marks : 20 × 1 = 20)**

**Note :-** *One* question based on Case Study is compulsory and carries **20** marks.

**Section-A**

2 each

1. (i) Define internal marketing.
- (ii) Give *two* reasons for growth of the service sector.
- (iii) What do you mean by product support services ?

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- (iv) Define consumer perception.
- (v) Write Significance of non-monetary costs in pricing of services.
- (vi) Define 'Services Marketing Triangle'.
- (vii) Write *two* importance of physical evidence in service industry.
- (viii) Write *two* importance of location decision for educational services.
- (ix) What do you mean by 'Branding of Financial Products' ?
- (x) Define 'Service Recovery Strategies'.

**Section-B**

10 each

2. Explain the 'heterogeneity' and 'perishability' characteristics of services. Discuss their marketing implications for a hotel.
3. Give some examples of services that are high in credence qualities. How do high credence qualities affect consumer behaviour for these services ? Discuss.
4. How is pricing for health services different from pricing for goods ? Explain.
5. Briefly explain the 'Gaps Model of Service Quality'. Which of the four service provider gaps do you believe is the most difficult to close and why ?
6. Explain the factors governing tourism demand giving suitable examples.

**Section-C**

20

7. Explain the four different types of demand conditions, which a service organization with a fixed capacity may face. How does optimum capacity utilization differ from maximum capacity utilization ? Give an example of a situation in which the two might be the same and one in which they are different.