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# **SB-387**

**B.B.A. (Part-III) Suppl. 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 around **50** words. Each question carries **2** marks.

**Section-B**

**(Marks : 10 × 3 = 30)**

*Note :-* Answer any *three* questions out of five. Each question is to be attempted in around **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**

1. (i) Write any *two* major characteristics of service.
- (ii) What is the importance of intermediaries in service ?
- (iii) Which is most common pricing strategy in services marketing ?
- (iv) Highlight importance of employees in effective delivery of service.

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- (v) What do you mean by STP ?
- (vi) What is service channel ?
- (vii) What is an IMC ?
- (viii) Describe the concepts of service of recovery.
- (ix) What is the service marketing triangle ?
- (x) Explain the role of logistics in Marketing of Services.

### **Section–B**

2. Critically examine various elements of the service marketing mix with suitable illustration.
3. Discuss the major issues and challenges of tourism as a service industry with special reference to Rajasthan.
4. The recovery paradox is a superior to the ‘Do it right the first time’ strategy. Do you agree or disagree with this statement ? Support your answer.
5. What is service quality ? Explain the SERVQUAL model with example.
6. Explain in detail the 7 P’s of service marketing.

### **Section–C**

7. Star Courier Company (SCC) is an innovative overnight delivery company that helped change the way companies do business. It was the first company to offer an overnight delivery system, but the company markets more than just a delivery service. What SCC really sells is on-time reliability. The company markets risk reduction and provides the confidence that people shipping packages will be ‘Absolutely, positively, certain their packages will be there by 10.30 in the morning’.

In fact, SCC sells even more than reliable delivery. It designs tracking and inventory management systems for many large companies. In other words, its customers buy more than just delivery service they buy a solution to their distribution problems. For example, a warehouse designed and operated by SCC

is part of the distribution centre for a very large computer firm. In other organisations, customers can place an order for inventory as late as midnight, and the marketer, because of SCC's help, can guarantee delivery by the next morning. SCC has positioned itself as a company with a service that solves its customers' problems :

*Questions :*

- (a) What is SCC's product ? What are the tangible and intangible elements of this service product ?
- (b) What are the elements of service quality for a delivery service like SCC ?
- (c) In what way does technology influence SCC's service quality ?