

Roll No. :

Total No. of Questions : 7]

[Total No. of Printed Pages : 3

BB-394

BBA (Part-III) Examination, 2022

MARKETING OF SERVICES

Paper - BBA-603-M

Time : 3 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* characteristics of Service.
- (ii) What do you mean by Service Organisation ?
- (iii) Define Consumer Behaviour.

BR-310

(1)

BB-394 P.T.O.

- (iv) What do you mean by Consumer Delightment ?
- (v) Extend the full form of STP Strategy.
- (vi) What do you mean by P's of Marketing ?
- (vii) Write any *two* significances of Physical Evidence in Service Industry.
- (viii) What is the need of Extended Marketing Mix ?
- (ix) Give any *two* examples of Service Organisation.
- (x) Write any *two* types of service provided by Education Sector.

Section-B

- 2. Differentiate between product and service in detail.
- 3. Write down the stages of consumer buying behaviour.
- 4. Prepare a STP Strategy for an upcoming resort in Rajasthan. Explain each stage in detail with suitable examples.
- 5. Write a detailed note on Extended Marketing Mix with a suitable example of any service organisation.
- 6. "Marketing plays a significant role in Service Organisations." Discuss.

Section-C

(Case Study)

- 7. Zomato is a popular food service Aggregators in India, known for its online delivery and user-friendly interface. Recently, in an attempt to improve business, Zomato introduced some heavy discounts for its client base. The new Zomato Gold was part of this campaign. Customers, who subscribed to Zomato Gold could access free meals, drinks and discounts in certain restaurants. However 15th August, 2019, hundreds of restaurants decided to log out of this marketing campaign.

Questions :

- (a) Is Zomato successful/failure in Indian Market ?
- (b) If yes, what are the reasons behind success ? If no, what can be the service quality gap ?
- (c) What can be the reasons behind rejection of Zomato's deep discounting strategy by other restaurants ?
- (d) Give some suitable suggestions to Zomato to improve its marketing strategy in future.