REV-01
BBA/80/100

SET A

BACHELOR OF BUSINESS ADMINISTRATION
THIRD SEMESTER
MANAGEMENT OF SERVICES
BBA – 931 [IDMj]
[USE OMR SHEET FOR OBJECTIVE PART]

Duration: 3 hrs. **Full Marks: 70**

Objective **Marks: 20**

Time: 30 mins.

Choose the correct answer from the following: ***1×20=20***

1. Which of the following is *not* a characteristic of services?
   a. Intangibility
   b. Inseparability
   c. Perishability
   d. Tangibility

2. In services marketing, the 'people' element of the 7Ps refers to:
   a. Government regulators
   b. Employees and customers
   c. Competitors
   d. Shareholders

3. Which stage in the service lifecycle involves launching the service to the market?
   a. Service design
   b. Service blueprinting
   c. Service delivery
   d. Service introduction

4. A blueprint in service management is used to
   a. Design the layout of a factory
   b. Analyze competitor services
   c. Map the service delivery process
   d. Create financial forecasts

5. The gap between customer expectations and perceptions of service received is known as:
   a. Service failure
   b. Service inconsistency
   c. Service quality gap
   d. Expectation mismatch

6. Which is a major challenge in service management?
   a. Physical inventory control
   b. Tangible asset depreciation
   c. Managing customer experience
   d. Warehousing finished goods

7. The "Services Marketing Triangle" includes which three components?
   a. Internal Marketing, External Marketing, and Interactive Marketing
   b. Marketing, Sales, and Service
   c. Product, Price, and Promotion
   d. Employees, Customers, and Competitors

8. The consumer decision process consists of.....
   a. Stimulus, problem awareness and purchase stages
   b. Pre- purchase, consumption and post-purchase stages
   c. Problem awareness, evaluation of alternatives and post-purchase behavior
   d. Stimulus, information search, and post- purchase behavior

9. Which of the following is the physical surroundings or the physical facility where the service is produced, delivered and consumed?
   a. Servicespace
   b. Servicescape
   c. Serviceplace
   d. Servicescope

10. Which of the following is not an element of physical evidence?
   a. Employee dress
   b. Employee Training
   c. Equipment
   d. Facility Design

11. Customer satisfaction can be defined by comparing:
   a. Predicted service and perceived service
   b. Predicted service and desired service
   c. Desired service and perceived service
   d. Adequate service and perceived service

12. Minimizing the amount of role conflict and role ambiguity experienced by employees will help reduce the size of this gap is known as.....
   a. Knowledge gap
   b. Standards gap
   c. Delivery gap
   d. Communication gap

13. The extended marketing mix for services includes People, Processes and.....
   a. Product
   b. Place
   c. Physical Evidence
   d. Promotion

14. All the following are examples of services except
   a. Banking
   b. Hotels and Motels
   c. Tax preparation
   d. Computer software

15. In service marketing, what role does the "Process" element play in the marketing mix?
   a. Physical evidence of service
   b. Employee training
   c. Customer interaction during service delivery
   d. Standardization of service

16. What term is used to describe the simultaneous production and consumption of a service?
   a. Perishability
   b. Intangibility
   c. Inseparability
   d. Heterogeneity

17. Which of the following is the final step in the service-profit chain?
   a. Customer loyalty
   b. Employee satisfaction
   c. Profitability and growth
   d. Value

18. When employees are courteous and show knowledge and the ability to convey trust, which dimension of service quality are they demonstrating?
    a. Tangibles
    b. Reliability
    c. Assurance
    d. Empathy

19. Which of the following is NOT one of the five dimensions of the SERVQUAL model?
    a. Tangibles
    b. Employee satisfaction
    c. Responsiveness
    d. Assurance

20. Which step of the STP model involves creating a clear and distinct image of the product in the mind of the target customer?
    a. Segmentation
    b. Targeting
    c. Positioning
    d. All of the above

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Descriptive

Time : 2 Hr. 30 Mins. **Marks : 50**

[Answer question no.1 & any four (4) from the rest]

1. What do you mean by service? What are the characteristics of service? What are the differences between product and service? 2+ 3+ 5=10

2. What are the certain categories of services? Explain the service marketing model. 5+5=10

3. Explain the marketing mix of banking and insurance services. 10

4. What do you mean by Segmentation, Targeting and Positioning of services? What are the various strategies for building customer loyalty? 5+5=10

5. Why are customer feedback and recovery important in service marketing? What are the strategies of service recovery? 5+5=10

6. What are the determinants of customer satisfaction? What are the factors influencing service consumer behavior? 5+5=10

7. Explain the Gap model of service quality. What are the strategies for reducing the gaps? 5+5=10

8. Write short notes on: (*Any Two*) 5×2=10
   a) SERVQUAL Scale
   b) Service Leadership
   c) Physical evidence in services.

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