

**BBA**  
**Fourth Semester**  
**MANAGEMENT OF SERVICES**  
**(BBA- 18)**

**Duration: 3Hrs.**

**Full Marks: 70**

**PART A (Objective) =20**  
**PART-B (Descriptive)=50**

**PART-B (Descriptive)**

**Duration: 2 hrs. 40 mins.**

**Marks: 50**

**I. Answer the following questions (Any five)**

**2×5=10**

- a) What are the factors involved in the processes in a service marketing mix?
- b) What do you mean by servicescape?
- c) Define service.
- d) Name four demographic segmenting variables.
- e) What is a zone of tolerance for a customer?
- f) What do you mean by service marketing triangle?
- g) What do you mean by customer perceptions?

**II. Answer the following questions (Any five)**

**3×5=15**

- a) How demand and supply balancing is done in services marketing?
- b) Explain the differing roles of people in services.
- c) What are the main features of market segments?
- d) Explain briefly two customer loyalty building strategies.
- e) How can we study the customer preferable sectors?
- f) How are goods and services different?
- g) Write a short note on service leadership.

**III. Answer the following question. (Any five)**

**5×5=25**

- a) How promotion helps in communicating the service to customers? What is the role of advertising in promotion?
- b) Explain the objectives of pricing in services marketing.
- c) Discuss the reasons for growth of service sector in India.
- d) Explain the strategies for reducing service quality gaps.
- e) Discuss the 'PEOPLE' element of service marketing mix.
- f) Explain the various strategies for service recovery.
- g) Write a note on SERVQUAL scale.

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**Duration: 20 minutes**

**Marks – 20**

**PART-A (Objective)**

**Time: 20 mins**

**Total Marks: 20**

**I. Choose the correct option:**

**1×20=20**

1. Higher complexity leads to
  - a) Uniformity in quality
  - b) High customization
  - c) Premium price
  - d) None of these
  
2. Niche marketing is an example of
  - a) Reduced divergence
  - b) Increased divergence
  - c) increased complexity
  - d) Reduce complexity
  
3. Signage and parking are examples of
  - a) Facility exterior
  - b) Facility interior
  - c) Service essential
  - d) None of these
  
4. Empathy is a quality of which service quality dimension
  - a) Product
  - b) Place
  - c) People
  - d) Process
  
5. People who perform various support functions and do not have frequent customer contact are known as
  - a) Contactors
  - b) Modifiers
  - c) Influencers
  - d) Isolateds
  
6. The difference between customer expectations of service and perceived service is known as :
  - a) Quality
  - b) Service expectation
  - c) Communication
  - d) All of the above.

7. \_\_\_\_\_ is the set of the marketing tools that the firm uses to pursue its marketing objectives in the target market.

- a) Marketing Mix
- b) Service Marketing
- c) Segmentation
- d) Promotion

8. Promotion for an organisation involves:

- a) Advertising
- b) Packing
- c) Word of mouth
- d) Both a & c

9. Handling customer complaints, handling orders, greeting customers are related to which element of service marketing:

- a) Product
- b) Process
- c) Place
- d) People

10. \_\_\_\_\_ marketing relates to meeting the needs of employees so that they can meet the needs of their customers.

- a) Service marketing
- b) Internal marketing
- c) External marketing
- d) None of the above.

11. Services that have the minimum interaction between the customer and the service provider are:

- a) Low contact services
- b) Moderate contact services
- c) High contact services
- d) No contact services

12. The best service quality that the customer would like to get is known as:

- a) Desired expectation
- b) Threshold expectation
- c) Adequate expectation
- d) None of the above.

13. Based on consumer characteristics the market can be segmented as:

- a) Demographic
- b) Geographic
- c) Psychographic
- d) All the above.

14. Which of the following is not a criteria for selecting the target market?

- a) Size
- b) Accessibility
- c) Growth
- d) None of the above

15. The main elements of service profit chain is

- a) Satisfaction
- b) Retention
- c) Productivity
- d) All the above

16. Professional consultancy, waitressing, entertainment experience are:

- a) Type of services
- b) Intangible products
- c) Non material products
- d) All of the above

17. Customer relationship can be either

- a) Formal
- c) Both a & b

- b) Informal
- d) None

18. Post Purchase evaluation can lead to

- a) Satisfaction
- c) Both a & b

- b) Dissatisfaction
- d) Search

19. Gap III in the GAP Model is Service Specifications versus service \_\_\_\_\_.

- a) Delivery
- c) Perception

- b) Standards
- d) Expectations

20. SERVQUAL Scale is used to measure:

- a) Retention
- c) Productivity

- b) Quality
- d) None of the above

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