

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

1. Write short notes on (any five):

2×5=10

- a) Customer satisfaction
- b) Expected service
- c) Zone of tolerance
- d) Quantitative research
- e) Communication mix
- f) Electronic channels
- g) Physical evidence

2. Answer the following questions (any five):

3×5=15

- a) Explain the criteria for pricing a service product in the marketing.
- b) Write in brief about the strategies for reducing the gaps in a gap model.
- c) Explain the various intermediaries used in marketing of service for importing a product.
- d) What is the importance of physical evidence in marketing a service product?
- e) Design a service product, by analyzing the 7 P's of service marketing mix.
- f) Explain the gap model with example.
- g) Write a short note on Service Marketing Triangle.

3. Answer the following questions (any five):

5×5=25

- a) Discuss the five trends in professional service marketing.
- b) Define service and its characteristics.
- c) Services can be classified into how many types? What are they? Explain.
- d) What are the factors that influence desired and predicted service?
- e) What is customer satisfaction? What determines customer satisfaction?
- f) Write the customer profitability segments and explain with diagram.

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Duration: 20 minutes

Marks – 20

PART-A (Objective)

Time: 20 mins

Total Marks: 20

I. Choose the correct answer:

1×15=15

1. The _____ gap is the difference between customer expectations and perceptions.
a) Manufacturer b) customer c) provider d) none
2. The _____ gap is the difference between customer expectations of service and company understanding of those expectations.
a) Customer b) perception c) listening d) none
3. The most basic distinguishing characteristics of service is _____.
a) perishability b) intangibility c) Integration d) none
4. _____ refers to the fact that services cannot be saved, stored, resold, or returned
a) Perishability b) Intangibility c) Buying d) None
5. The traditional service marketing mix is composed of ____ P's.
a) 4 b) 7 c) 3 d) 8
6. Seeking information is a way of _____ risk, helping consumers feel more confident about their service.
a) increase b) reducing c) lower d) high
7. _____ needs are for prestige, success, accomplishment and self esteem.
a) Security b) Ego c) Physiological d) Satisfaction
8. Consumer _____ is to encompass service processes that span the mundane to the spectacular.
a) Experience b) expectation
c) perception d) fulfillment

9. _____ service alternatives are other providers from whom the customer can obtain service.
a) expectation b) perception c) perceived d) none
10. _____ service promises are personal and non personal statements about the service made by the organization to customers.
a) Implicit b) Explicit c) Expectation d) Provider
11. _____ service is an alternative or calculation of the service that a customer will receive in an individual transaction rather than in the overall relationship with a service provider.
a) Predicted b) Explicit c) Homogeneous d) none
12. _____ is the customers previous exposure to service that is relevant to the focal service.
a) Present b) past experience c) explicit d) service
13. Customer _____ is influenced by perceptions of equity and fairness.
a) predicted b) ego c) needs d) satisfaction
14. The SERVQUAL scale involves a survey containing _____ service attributes, grouped into the five service quality dimensions.
a) 10 b) 21 c) 15 d) 9
15. Customer _____ are groups of customers assembled to provide attitudes and perceptions about a service over time.
a) survey b) service c) panels d) satisfaction

II. Write true or false:

1×5=5

1. The gaps model of service quality serves as a framework for service and service marketing.
2. The difference between customer expectations and perceptions is known as communication gap.
3. The process of buying a service begins with the recognition that a need or want exist.
4. Safety needs are for affection, friendship and acceptance.
5. Physiological needs are biological needs such as food, water and sleep.
