

REV-01
BBA/11/16

2023/06

**BACHELOR OF BUSINESS ADMINISTRATION
SIXTH SEMESTER
SERVICE MARKETING
BBA – 604A**

**SET
A**

[USE OMR SHEET FOR OBJECTIVE PART]

Duration: 3 hrs.

Full Marks: 70

Time: 30 mins.

(Objective)

Marks: 20

Choose the correct answer from the following:

1 × 20 = 20

1. 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
2. Which of the following cannot be considered as a technique to gather information about customer needs?
 - a. Customer meetings
 - b. Tracking customer complaints
 - c. Government or Independent Laboratory Data
 - d. Waiting for customer at right time to share about their needs
3. Hannah wants to be a dog groomer. She has enrolled in a training academy operated by Petsmart to learn how dogs should be handled during grooming. The moment Hannah attended the indoctrination class at the training academy, it was an example of:
 - a. service inquiry
 - b. service path crossing
 - c. service blueprint
 - d. service encounter
4. Customers ultimately determine the services by _____.
 - a. The type of competitors or alternatives
 - b. The levels of marketing effectiveness and operational efficiency
 - c. The cycle of fluctuations
 - d. The price of the competitors
5. Which of the following would not be considered a tangible clue?
 - a. The appearance of employees
 - b. The appearance of the firm's physical facilities
 - c. The smile on an employee's face
 - d. The quality of instruction in an educational setting.
6. The expression of dissatisfaction with a product/service, either orally or in writing, from an internal customer or external customer is called:
 - a. Customer needs
 - b. Customer delight
 - c. Customer expectations
 - d. Customer complaints

7. The buying process starts when the buyer recognizes a _____.
 - a. Product or Service
 - b. Shop or Market
 - c. Need or Problem
 - d. Money or Status
8. Which of the following is not a tool used to collect customer complaints?
 - a. Ask the manager of the company to list down potential reasons for customer complaints
 - b. Social media
 - c. Toll - free telephone numbers
 - d. Customer visits
9. _____ defines activities which occur within an organization that ensures a customer is not only satisfied but also retained.
 - a. Customer care
 - b. Customer satisfaction
 - c. Customer needs
 - d. Customer delight
10. The customer or consumer is _____ when actual performance exceeds the expected performance of the product.
 - a. Happy
 - b. Satisfied
 - c. Dissatisfied
 - d. Delighted
11. _____ is the set of activities performed by an organization used to satisfy the customer and their needs.
 - a. Customer satisfaction
 - b. Customer service
 - c. Customer needs
 - d. Customer delight
12. The unique service characteristic that reflects the interconnection between the service provider/firm and its customer is called _____.
 - a. Intangibility
 - b. Inseparability
 - c. Heterogeneity
 - d. Perishability
13. Rahul had booked a room in a 5-star hotel. After he checked in at his hotel room he was angry on finding that his bed sheet was filthy. Which dimension of 'service quality' was poorly reflected?
 - a. Tangibles
 - b. Reliability
 - c. Responsiveness
 - d. Empathy
14. Which among the following is not a factor influencing customer perception of quality before making a purchase?
 - a. Company's brand name and image
 - b. Opinions of friends
 - c. Spare parts availability
 - d. Published Test Results
15. Which of the following is not generally accepted as being part of the extended marketing mix for services?
 - a. People
 - b. Practice
 - c. Process
 - d. Physical evidence
16. This type of consumer buys without much analysis or information.
 - a. Researchers
 - b. Pleasure oriented activity
 - c. Loyalty style of shopping
 - d. Impulsive style

17. According to service quality model, the willingness of employees to solve the problems of the customers is classified as:
- a. Responsiveness
 - b. Assurance
 - c. Empathy
 - d. Reliability
18. Which of the following is not a technique to study the 'service quality gap'?
- a. Surveys
 - b. Online Research
 - c. Focus Groups
 - d. Asking the boss of the company
19. Which of the following is incorrect while referring to challenges faced while ensuring service quality?
- a. Customer expectations change over a period of time
 - b. Different customers can have different expectations
 - c. Customer expectations do not change at all
 - d. Knowledge of all customers about the service may not be the same
20. Company A and Company B are two social networking service companies. It has been found that Company A shares a user's private information with undetectable sources while Company B is not accused of any such activities. Which dimension of 'service quality' is at stake?
- a. Security
 - b. Empathy
 - c. Responsiveness
 - d. Durability

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(Descriptive)

Time : 2 Hr. 30 Mins.

Marks : 50

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

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| 1. a) What are the differences between marketing of services and products?
b) How can services be categorized? | 5+5=10 |
| 2. a) Describe with appropriate examples about the service marketing mix elements.
b) What can organisations do to manage the service quality? | 5+5=10 |
| 3. a) How can customers react to service failures?
b) Briefly explain the different dimensions or factors based on which service quality can be measured. | 5+5=10 |
| 4. a) Explain the consumers' buying decision process.
b) What are the factors that affect customers' buying decision? | 5+5=10 |
| 5. a) What are the different forms of distribution channels?
b) What are some of the positioning strategies that marketers can use? | 5+5=10 |
| 6. a) Explain the role of CRM in Service Marketing.
b) What are the different types of customer expectation? | 5+5=10 |
| 7. a) What are the elements of a brand?
b) Discuss how can marketers develop a strong brand. | 2+8=10 |
| 8. Discuss about the various types of customer that exists and how service marketers can attract or influence each of these types of customers. | 10 |

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