

BACHELOR OF BUSINESS ADMINISTRATION
FOURTH SEMESTER
MANAGEMENT OF SERVICES
BBA – 403

**SET
A**

[USE OMR SHEET FOR OBJECTIVE PART]

Duration: 3 hrs.

Full Marks: 70

Time: 30 mins.

Marks: 20

Choose the correct answer from the following:

1 × 20 = 20

(Objective)

1. Which of the following is not a tangible dominant?
 - a. Detergents
 - b. Automobiles
 - c. Investment management
 - d. Soft drinks
2. _____ is not an element of physical evidence.
 - a. Employee dress
 - b. Employee training
 - c. Equipment
 - d. Facility design
3. _____ is not an element of people.
 - a. Motivation
 - b. Flow of activities
 - c. Customer training
 - d. Team work
4. _____ is a difference between customer expectation and perceptions.
 - a. Customer delight
 - b. Customer satisfaction
 - c. Customer gap
 - d. The supplier gap
5. _____ can be characterized as pure service.
 - a. Teaching
 - b. Banking
 - c. Saloon
 - d. There is no such thing like a pure service.
6. _____ is defined as the caring, individualized attention that the firm provides its customer.
 - a. Empathy
 - b. Responsiveness
 - c. Sympathy
 - d. Assurance
7. Charging customers different prices for essentially the same service is called _____.
 - a. Price discrimination
 - b. Price determination
 - c. Price segmentation
 - d. Price settlement
8. Service marketing is the same as _____.
 - a. Digital marketing
 - b. Retail marketing
 - c. Ambush marketing
 - d. Relationship marketing.
9. _____ is the main reason for difficulty in service marketing.
 - a. Separability
 - b. Intangibility
 - c. Availability
 - d. Demand supply gap

10. Standardized and customized flow of activities, simple and complex number of steps and customer involvement by which a service is delivered is called _____.
 - a. Place mix
 - b. Process mix
 - c. Physical evidence mix
 - d. People mix
11. _____ is the physical surroundings or the physical facility where the service is produced, delivered and consumed.
 - a. Servicespace
 - b. Servicescape
 - c. Serviceplace
 - d. Servicescope
12. _____ is not accepted as being part of extended marketing mix for services.
 - a. Promotion
 - b. Place
 - c. Product
 - d. Practice
13. _____ mainly deals with the inability to inventory services.
 - a. Intangibility
 - b. Perishability
 - c. Inseparability
 - d. Tranquility
14. The _____ dimension is an assessment of the firm's consistency and dependability in service performance.
 - a. Empathy
 - b. Responsiveness
 - c. Assurance
 - d. Reliability
15. The extent to which customers recognize and are willing to accept variations in service performance is called the _____.
 - a. Provider gap
 - b. Zone of tolerance
 - c. Customer gap
 - d. Service paradigm
16. Which of the following is not an approach of pricing of services?
 - a. Competition based pricing
 - b. Demand based pricing
 - c. Emotion based pricing
 - d. Cost based pricing
17. Which is not a step of service development?
 - a. Screening
 - b. Concept development
 - c. Idea generation
 - d. Quality control
18. Which of the following is not a factor influencing customer satisfaction?
 - a. Product quality
 - b. Customer service
 - c. Competition
 - d. Technological advancements
19. This is an organizations systematic attempt to correct a service failure and retain customer goodwill.
 - a. Service recovery
 - b. Service encounter
 - c. Service processes
 - d. Service failure
20. What is referred to event when a customer's expectations of a service encounter are not met?
 - a. Service mix
 - b. Service encounter
 - c. Servicescape
 - d. Service failure

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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. Explain Service Marketing Triangle with a diagram. | 10 |
| 2. Define service and explain the characteristics of services. | 2+8=10 |
| 3. Discuss the types of customer expectation with the help of a diagram. | 3+7=10 |
| 4. Discuss Segmentation, Targeting and Positioning of services. | 10 |
| 5. Explain the communication mix for services. | 10 |
| 6. Discuss the types and dimensions of servicescape. | 5+5=10 |
| 7. What is service quality? Explain the SERVQUAL scale. | 4+6=10 |
| 8. What are the benefits and strategies of service recovery? | 3+7=10 |

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