

BACHELOR OF BUSINESS ADMINISTRATION
THIRD SEM
MANAGEMENT OF SERVICES
BBA – 931 [REPEAT]
[USE OMR FOR OBJECTIVE PART]

SET
A

Duration: 3 hrs.

Full Marks: 70

Time: 20 min.

Marks: 20

(Objective)

Choose the correct answer from the following:

1×20=20

1. Service has following characteristics except:
 - a. Intangibility
 - b. Perishability
 - c. Homogeneity
 - d. Inseparability
2. A service failure occurs when:
 - a. Service demand exceeds service supply
 - b. The service does not meet customer expectations
 - c. Customers are unwilling to pay the service price
 - d. The service provider changes the service location
3. Distinct characteristics of services are:
 - a. Intangibility
 - b. Inseparability
 - c. Variability
 - d. Perishability
4. Which of the following is a major factor affecting the pricing of services?
 - a. Tangibility
 - b. Perishability
 - c. Product availability
 - d. Customer demographics
5. Which among the following is not a part of service triangle?
 - a. Internal marketing
 - b. International marketing
 - c. Interactive marketing
 - d. External marketing
6. What role does 'process' play in services marketing?
 - a. It ensures the service is efficiently produced and delivered
 - b. It manages the financial aspects of the service business
 - c. It determines the physical environment for service delivery
 - d. It establishes the branding of the service
7. All of the following are examples of services except:
 - a. Banking
 - b. Hotels and motels
 - c. Tax preparation
 - d. Computer software

8. One of the key elements of managing customer relationships in services is:
 - a. Service innovation
 - b. Customer retention
 - c. Employee turnover
 - d. Service variability
9. Any individual who purchases goods and services for own use is called:
 - a. Customer
 - b. Purchaser
 - c. Consumer
 - d. All of the above
10. The 'Service Gap Model' was introduced to identify gaps between:
 - a. Customer and employee satisfaction
 - b. Customer expectations and perceptions
 - c. Competitors' performance and customer feedback
 - d. Service design and service delivery
11. _____ is the difference between customer expectation and perception.
 - a. Customer delight
 - b. Customer satisfaction
 - c. Customer gap
 - d. Supplier gap
12. Which of the following dimensions is NOT part of the SERVQUAL model for measuring service quality?
 - a. Reliability
 - b. Tangibles
 - c. Empathy
 - d. Profitability
13. The process of subdividing total markets into several sub markets is:
 - a. Market fluctuations
 - b. Market positioning
 - c. Market segmentation
 - d. Market penetration
14. The 'knowledge gap' in service quality refers to the difference between:
 - a. Customer expectations and management perceptions
 - b. Service delivery and external communication
 - c. Service quality and service pricing
 - d. Customer perceptions and customer loyalty
15. Service recovery is a strategy designed to:
 - a. Retain dissatisfied customers
 - b. Enhance service quality
 - c. Reduce service costs
 - d. Improve employee efficiency
16. What is 'word of mouth' communication in the context of services marketing?
 - a. The service provider's advertising campaign
 - b. Promotion through social media
 - c. Informal communication between customers about their service experiences
 - d. Official press releases by the service provider

17. The prime object of marketing is:
- a. Profit
 - b. Service
 - c. Sales
 - d. Consumer satisfaction
18. Which of the following communication methods is especially effective for service firms looking to create personal connections with customers?
- a. Public relations
 - b. Digital advertising
 - c. Personal selling
 - d. Sponsorship
19. The term 'service failure' refers to:
- a. The cost of delivering a service
 - b. The situation when a service does not meet customer expectations
 - c. The breakdown of service infrastructure
 - d. The decline in service demand
20. What is the key challenge in service distribution compared to product distribution?
- a. Managing transportation costs
 - b. Ensuring consistent service quality across multiple locations
 - c. Determining inventory levels
 - d. Setting competitive prices

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(Descriptive)

Time: 2 hr. 40 mins.

Marks: 50

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

1. a) Discuss the nature of services with a suitable definition. 4+6=10
 b) What are the distinctive characteristics of services?
2. a) As a hospitality service-based business, analyze the marketing communication channels that are available to you and that you could adopt to maintain a consistent brand message? 8+2=10
 b) Which of these communication channel would be best suited according to you and why?
3. a) What is service marketing mix? 2+8=10
 b) Discuss the 7 Ps of services marketing mix with suitable examples.
4. Explain the various stages of developing a new service. 10
5. a) Define market segmentation. 2+8=10
 b) What are the different ways or basis on which market segmentation is done?
6. How can service organizations use the SERVQUAL model to measure their quality of service and improve customer satisfaction? 10
7. a) What are the different distribution channels for delivering a service? 5+5=10
 b) What are the different ways of developing or introducing a service in the market?
8. a) How can customers react to service failures of a restaurant service or business? 5+5=10
 b) What service recovery strategies can restaurant services implement to rebuild trust with customers after a service failure and improve service performance?