

**PSG COLLEGE OF ARTS & SCIENCE
(AUTONOMOUS)**

**BBA DEGREE EXAMINATION MAY 2023
(Fifth Semester)**

Branch – **BUSINESS ADMINISTRATION**

DISCIPLINE SPECIFIC ELECTIVE – I: SERVICES MARKETING

Time: Three Hours

Maximum: 75 Marks

SECTION-A (10 Marks)

Answer **ALL** questions

ALL questions carry **EQUAL** marks (10 x 1 = 10)

- 1 Which of the following products is an example of intangible dominant?
(i) Insurance (ii) Farming.
(iii) Mining. (iv) Teaching
- 2 Which of the following is not generally accepted as being part of the extended marketing mix for services?
(i) Product (ii) Price
(iii) Process (iv) Practice
- 3 A buyer's perception of value is considered a trade-off between
(i) Product value and psychic cost. (ii) Total customer value and total customer cost
(iii) Image value and energy cost (iv) Service value and monetary cost.
- 4 Services that occur without interruption, confusion, or hassle to the customer is called
(i) Seamless service (ii) Service audit.
(iii) Functional service (iv) Departmental service
- 5 ----- is a difference between customer expectation and perception
(i) Customer delight (ii) Customer satisfaction
(iii) Customer Gap (iv) The supplier gap
- 6 The mental energy spent by customers to acquire service is referred to as _____.
(i) Image cost (ii) Monetary price
(iii) Energy cost (iv) Psychic cost
- 7 A volume-oriented positioning strategy is achieved by
(i) Reducing divergence. (ii) Increasing complexity
(iii) Reducing complexity. (iv) Increasing divergence
- 8 Customer retention, repeat business, and customer referrals are alternative measures for
(i) Internal service quality. (ii) External service value.
(iii) Employee satisfaction. (iv) Customer loyalty.
- 9 Evaluation of medical diagnosis service is mainly depends on -----
(i) high in experience quality (ii) high in credence quality
(iii) high in search quality (iv) both a&c
- 10 Which of the followings can be categorized as information processing services?
(i) Legal services (ii) Health care
(iii) Education (iv) Management consultancy

Cont...

SECTION - B (35 Marks)

Answer **ALL** Questions

ALL Questions Carry **EQUAL** Marks

(5 x 7 = 35)

- 11 a Describe service marketing.
OR
b Classify the characteristics of service marketing.
- 12 a State the factors influencing buyer behaviour.
OR
b Narrate the strategies adopted for matching capacity & demand of services.
- 13 a outline the service life cycle.
OR
b Bring out the key components of pricing strategies.
- 14 a Briefly explains about the service design.
OR
b State the elements of internal marketing.
- 15 a outline the comprehensive marketing strategies for tourism services.
OR
b Explain the marketing strategy for entertainment sector.

SECTION - C (30 Marks)

Answer any **THREE** Questions

ALL Questions Carry **EQUAL** Marks

(3 x 10 = 30)

- 16 Enumerate Gap's model of service quality.
- 17 Write about the factors that influence customer expectations of service with its Sources.
- 18 Elucidate the steps involved in new service development process.
- 19 Discover the components of service blue print.
20. Identify the support and facility services for business hotel in a metropolitan City.

Z-Z-Z

END