

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

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

Branch – **BUSINESS ADMINISTRATION**

**DISCIPLINE SPECIFIC ELECTIVE – I SERVICE MARKETING**

Time: Three Hours

Maximum: 50 Marks

**SECTION-A (5 Marks)**

Answer **ALL** questions

**ALL** questions carry **EQUAL** marks

(5 x 1 = 5)

- 1 “Every business is a service business”- Who quoted this sentence?  
 (i) Philip Kotler (ii) Gary Hamel  
 (iii) Ravi Shankar (iv) Ramaswamy & Namakumari
- 2 Which of the following products is an example of intangible dominant?  
 (i) Insurance (ii) Farming.  
 (iii) Mining. (iv) Teaching
- 3 Which of the following statements about service pricing (compared to goods pricing) is false?  
 (i) The demand for services tends to be more elastic than the demand for goods  
 (ii) Cost-oriented pricing is more difficult for services.  
 (iii) Comparing prices of competitors is more difficult for service consumers  
 (iv) Consumers are less able to stockpile services by taking advantage of discount prices
- 4 Charging customers different prices for essentially the same service is called.  
 (i) Price discrimination (ii) Supply and demand.  
 (iii) Complementary (iv) Substitutes.
- 5 Which of the following is not generally accepted as being part of the extended marketing mix for services?  
 (i) Product (ii) Price  
 (iii) People (iv) Practice

**SECTION - B (15 Marks)**

Answer **ALL** Questions

**ALL** Questions Carry **EQUAL** Marks

(5 x 3 = 15)

- 6 a Bring out the characteristics of Services Marketing.  
 OR  
 b State the objectives of Service Quality.
- 7 a Explain the concept of Customer expectation.  
 OR  
 b How to build Service Supply relationship.
- 8 a Explain about Service Life cycle.  
 OR  
 b Show the importance of Pricing of Services.

Cont...



9 a State the role of employees in service marketing.

OR

b Classify the challenges of pricing of service.

10 a Explain the benefits of tourism services.

OR

b Narrate the concept of educational services.

**SECTION -C (30 Marks)**

Answer ALL questions

ALL questions carry EQUAL Marks

(5 x 6 = 30)

11 a Differentiate between goods and services.

OR

b Elucidate the dimensions of SERVQUAL.

12 a Identify the consumer behavior in services

OR

b Discuss the factors influencing service expectation.

13 a Point out the different level of service product.

OR

b Summarize the emerging service pricing strategy.

14 a Explain the techniques of customer retention.

OR

b Summarize the role of employees in services marketing.

15 a Highlight the importance of Hotel service.

OR

b Discuss service marketing strategies for marketing financial services.

Z-Z-Z

END