

PSG COLLEGE OF ARTS & SCIENCE
(AUTONOMOUS)
BBA DEGREE EXAMINATION MAY 2024
(Fourth Semester)
Branch - BUSINESS ADMINISTRATION

SERVICES MARKETING

Time: Three Hours

Maximum: 50 Marks

SECTION-A (5 Marks)

Answer ALL questions

ALL questions carry EQUAL marks

(5 x 1 = 5)

1. _____ is not an element of physical evidence.
(a) Employee dress (b) Employee Training
(c) Equipment (d) Facility design
2. _____ is the difference between customer expectations and perceptions.
(a) Customer Delight (b) Customer Satisfaction
(c) Customer Gap (d) The supplier Gap
3. In this pricing strategy mostly services are sold at different prices by the same provider in different markets is known as _____.
(a) Price differentiation (b) Price discrimination
(c) Market Pricing (d) Marketing Myopia
4. _____ is not accepted as being part of the extended marketing mix for services.
(a) Promotion (b) Place
(c) Product (d) Practice
5. _____ is mainly deals with the inability to inventory services.
(a) Intangibility (b) Perishability
(c) Inseparability (d) Tranquility

SECTION - B (15 Marks)

Answer ALL Questions

ALL Questions Carry EQUAL Marks

(5 x 3 = 15)

6. a) Explain the concepts of services marketing.
(OR)
b) Differentiate between goods and services.
7. a) What is meant by Service quality?
(OR)
b) State the emerging issues in new service development?
8. a) What is meant by service planning?
(OR)
b) Narrate the special issues of service pricing .
9. a) Define Physical evidence and Explain the types of Physical evidence.
(OR)
b) State the various criteria for successful market positioning.
10. a) Outline the Marketing mix for banking organization.
(OR)
b) How the Market segmentation for hotel service is being carried out?

Cont...

SECTION -C (30 Marks)

Answer **ALL** questions

ALL questions carry **EQUAL** Marks

(5 x 6 = 30)

11. a) Elaborate the various types of services.
(OR)
b) Elucidate the concept of GAP model and discuss the various gaps in this model.
12. a) Discuss the Consumer Behaviour and consumer decision Making process.
(OR)
b) Summarize the various Factors Affecting Expectations of Services and methods of managing customer expectations.
13. a) Elucidate the various Pricing strategies in service sector.
(OR)
b) Discuss the various guidelines for the effective designing of service promotion.
14. a) Classify the various Strategies for managing people or customer oriented service delivery.
(OR)
b) Enumerate the various steps in developing a positioning strategy.
15. a) Examine and discuss how the Market segmentation and marketing mix of tourism Industry is being carried out?
(OR)
b) Summarise the various methods of Market Segmentation and various marketing mix elements.

Z-Z-Z

END