

PSG COLLEGE OF ARTS & SCIENCE
(AUTONOMOUS)
BBA DEGREE EXAMINATION MAY 2025
(Fourth Semester)

Branch – BUSINESS ADMINISTRATION

SERVICE MARKETING

Time: Three Hours

Maximum: 75 Marks

SECTION-A (10 Marks)

Answer ALL questions

ALL questions carry EQUAL marks

(10 × 1 = 10)

Module No.	Question No.	Question	K Level	CO
1	1	Which of the following is the primary reason for the rapid growth of the service sector in India? a) Decline in the agricultural sector b) Globalization and outsourcing c) Increase in population d) Growth of the manufacturing sector	K1	CO1
	2	Which tool is often used alongside GAP analysis to prioritize actions? a) SWOT analysis b) PESTLE analysis c) Balanced Scorecard d) Porter's Five Forces	K2	CO1
2	3	Which of the following is NOT a characteristic of services that impacts consumer behavior? a) Intangibility b) Inseparability c) Perishability d) Durability	K1	CO2
	4	According to the SERVQUAL model, the gap between customer expectations and perceptions of the service received is known as: a) The service delivery gap b) The quality gap c) The service performance gap d) The perception gap	K2	CO2
3	5	Which of the following factors is most important in pricing a service product? a) Cost of raw materials b) Customer perception of value c) Inventory costs d) Manufacturing process	K1	CO3
	6	Which of the following is a common channel for distributing services? a) Wholesalers b) Agents and brokers c) Direct interaction between service provider and customer d) Retailers	K2	CO3
4	7	Which of the following is a strategy for managing employee performance effectively? a) Setting clear and measurable goals b) Avoiding regular performance reviews c) Minimizing recognition for achievements d) Ignoring low performers	K2	CO4
	8	Which of the following strategies is most critical for effective service positioning? a) Cost-cutting b) Differentiation based on customer experience c) Reducing employee involvement d) Increasing advertising budgets	K1	CO4
5	9	Which service industry is most likely to benefit from relationship marketing? a) Online retail b) Financial services c) Fast food chains d) Manufacturing	K2	CO5
	10	Which of the following is a characteristic of educational services? a) They are always tangible and measurable. b) They have a strong focus on experiential learning. c) They involve no customer participation. d) They are typically low in cost.	K2	CO5

Cont...

SECTION - B (35 Marks)

Answer ALL questions

ALL questions carry EQUAL Marks

(5 × 7 = 35)

Module No.	Question No.	Question	K Level	CO
1	11.a.	Bring out the concept of services.	K1	CO1
		(OR)		
	11.b.	State the scope of service marketing.	K2	
2	12.a.	Explain the stages of common decision?	K2	CO2
		(OR)		
	12.b.	State the importance of customer perception.		
3	13.a.	Explain the concept of services development.	K3	CO3
		(OR)		
	13.b.	Analyze the various types of channel of service.	K4	
4	14.a.	Classify the different service scope model.	K4	CO4
		(OR)		
	14.b.	Describe the importance of service positioning.		
5	15.a.	Explain the key role of financial service.	K5	CO5
		(OR)		
	15.b.	Analyse the various role of tourism management.		

SECTION - C (30 Marks)

Answer ANY THREE questions

ALL questions carry EQUAL Marks

(3 × 10 = 30)

Module No.	Question No.	Question	K Level	CO
1	16	Elucidate the characteristics of service marketing.	K1	CO1
2	17	Discuss the factor of expectation of Service.	K2	CO2
3	18	Enumerate the various promotion of services.	K3	CO3
4	19	Classify the different role of employees in service marketing.	K5	CO4
5	20	Analyse the characteristics of Financial service.	K5	CO5

Z-Z-Z

END