

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

**BBA DEGREE EXAMINATION MAY 2025
(Fourth Semester)**

Branch – **BUSINESS ADMINISTRATION (RETAIL MANAGEMENT)**

RETAIL 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	What does SERVQUAL measure in service marketing? a) Product Quality b) Service Quality c) Customer Relationship d) Pricing Strategy	K1	CO1
	2	Which of the following is an example of internal marketing? a) Advertising Campaigns b) Employee Training Program c) Customer Surveys d) Product Promotions	K2	CO4
2	3	The Gaps model of service quality identifies how many types of Gaps? a) 3 b) 4 c) 5 d) 6	K1	CO1
	4	Which strategy is suitable for managing demand and capacity in services? a) Loyalty Programs b) Inventory Management c) Product Bundling d) Overbooking	K2	CO2
3	5	What is the primary objective of service recovery? a) To increase product sales b) To reduce operating costs c) To retain dissatisfied customers d) To introduce new services	K1	CO3
	6	Which AI tool is commonly used for customer service interactions? a) ChatGPT b) Photoshop c) Excel d) Zoom	K2	CO3
4	7	What is service blueprinting used for? a) Creating marketing campaigns b) Analyzing service processes c) Designing logos d) Evaluating financial reports	K1	CO4
	8	Internal marketing focuses on: a) Training employees b) Attracting customers c) Competitor analysis d) Market segmentation	K2	CO4
5	9	Which sector is an example of entertainment services? a) Banking b) Hospitals c) Amusement Parks d) E-Commerce Platforms	K1	CO5
	10	Service marketing strategies in hospitality sectors include: a) Product Pricing b) Personalized Guest Experience c) Supply Chain Management d) Inventory Control	K2	CO5

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.	Explain the evolution and growth of the service sector in India.	K2	CO1
		(OR)		
	11.b.	Discuss the difference between goods and services using examples.		

Cont...

2	12.a.	Describe various strategies for managing demand and capacity in services.	K3	CO2
	(OR)			
	12.b.	Explain the concept of service encounter and its significance in service.		
3	13.a.	Analyze the levels of service product and provide examples for each.	K3	CO3
	(OR)			
	13.b.	Evaluate the role of AI in service recovery strategies.		
4	14.a.	Explain the role of employees in service marketing.	K3	CO4
	(OR)			
	14.b.	Discuss the significance of service blueprinting in designing service processes.		
5	15.a.	Examine the marketing strategies used in the health and hospitality service sector.	K3	CO5
	(OR)			
	15.b.	Explain the various service marketing strategies applicable to educational services.		

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	Elaborate on the Gaps Model of service quality and its application in service industries.	K3	CO1
2	17	Discuss consumer expectations and perceptions in service marketing. Provide relevant examples.	K3	CO2
3	18	Analyze how AI and machine learning tools are revolutionizing service delivery.	K3	CO3
4	19	Explain customer retention techniques and their importance in service marketing.	K3	CO4
5	20	Evaluate different service marketing strategies in financial services.	K3	CO5

Z-Z-Z END