

PSG COLLEGE OF ARTS & SCIENCE
(AUTONOMOUS)

BBA DEGREE EXAMINATION DECEMBER 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

$(10 \times 1 = 10)$

Module No.	Question No.	K Level	CO
1.	Which sector contributes the most to India's GDP? A. Agriculture B. Industry C. Service D. Manufacturing	K1	CO1
2.	Which area is typically analyzed using GAP analysis? A. Customer satisfaction B. Financial performance C. Operational efficiency D. All of the above	K2	CO1
3.	Which of the following factors has the most significant influence on consumer behavior in the service industry? A. Product features B. Service quality C. Packaging design D. Manufacturing cost	K1	CO2
4.	Which service quality dimension emphasizes the knowledge and courtesy of employees and their ability to inspire trust? A. Assurance B. Tangibles C. Empathy D. Reliability	K2	CO2
5.	Which pricing strategy is most commonly used for new service products? A. Cost-plus pricing B. Penetration pricing C. Skimming pricing D. Dynamic pricing	K1	CO3
6.	Which of the following is NOT a key element of a promotional mix in services? A. Public relations B. Physical distribution C. Direct marketing D. Advertising	K2	CO3
7.	A key strategy for managing a diverse workforce is: A. Avoiding cultural differences B. Encouraging inclusivity and equity C. Enforcing identical work styles D. Reducing training for minority groups	K2	CO4
8.	What is the objective of service positioning? A. To lower the price of services B. To occupy a distinct place in the customer's mind C. To improve operational efficiency D. To ensure quick delivery of services	K1	CO4
9.	What is the key element in promoting luxury tourism services? A. Focusing on budget pricing B. Offering unique and exclusive experiences C. Standardizing services to cater to a wide audience D. Reducing customer involvement	K2	CO5
10	Which of the following is an example of a public utility service? A. Cable television B. Water supply C. Cinema services D. Luxury travel packages	K2	CO5

Cont...

SECTION - B (35 Marks)

Answer ALL questions

ALL questions carry EQUAL Marks $(5 \times 7 = 35)$

Module No.	Question No.	K Level	CO
11.a)	State the nature of service marketing.	K1	CO1
	OR		
11.b)	Explain the classification of service marketing.	K2	
12.a)	Discuss the various dimensions of service quality.		
	OR	K3	CO2
12.b)	Elaborate the importance of service quality.		
13.a)	Enumerate the various types of new services.	K3	CO3
	OR		
13.b)	Examine the various types of pricing services.	K4	
14.a)	Illustrate the elements of service positioning.		
	OR	K4	CO4
14.b)	Briefly explain 5 C's of people management.		
15.a)	Evaluate the main features of financial service.	K5	CO5
	OR		
15.b)	Analyse the different types of hotel service.		

SECTION - C (30 Marks)

Answer ANY THREE questions

ALL questions carry EQUAL Marks $(3 \times 10 = 30)$

Module No.	Question No.	K Level	CO
16.	Explain the growth of service sector in India.	K1	CO1
17.	Discuss the factors that influence Customer satisfaction.	K2	CO2
18.	Elaborate the various stages in new product process.	K3	CO3
19.	Examine the main components of service Blueprint.	K5	CO4
20.	Analyse the importance of financial service.	K5	CO5