

PSG COLLEGE OF ARTS & SCIENCE
(AUTONOMOUS)
BBA DEGREE EXAMINATION MAY 2026
(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	The study of characteristics of services was considered important during ____ stage . a) The crawling out b) Scurrying about c) Walking erect d) Modal	K1	CO1
	2	The environment in which the service is delivered is called as _____. a) Product b) Promotion c) Physical evidence d) People	K2	CO1
2	3	_____ expectations are based on the customer's previous experiences and will vary depending on the industry company and country. a) Consumer b) Customer c) Retailer d) Industry	K1	CO2
	4	Service encounters can happen _____, over the phone, or through digital media, and their effective management is a key concern for service marketers. a) Place-to-face b) Face-to-face c) Mouth -to-mouth d) Hand -to- hand	K2	CO2
3	5	A _____ level framework helps businesses understand how to add value to a product by analyzing it in layers from the fundamental core benefit to future potential features. a) Product b) Price c) Promotion d) Place	K1	CO3
	6	The best pricing strategy depends on business _____. a) Goals b) Target market c) Competitive landscape d) All of the above	K2	CO3
4	7	_____ management is a subset of HR management that involves hiring and onboarding , finding methods to empower and engage employees. a) Work b) Product c) Market d) People	K1	CO4
	8	Servicescape acts as a stimulus that influences the responses of _____, affecting their experiences. a) Customers b) Employees c) Customers or employees d) Customers & employees	K2	CO4
5	9	_____ services refer to the systematic provision and management of data, knowledge, and resources essential for decision-making, problem-solving. a) Information b) Data c) Educational d) Entertainment	K1	CO5
	10	Equipping staff with the _____ to provide exceptional, compassionate, and consistent service to patients and residents. a) Skills b) Knowledge c) Skills & knowledge d) Skills or knowledge	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.	Tell in detail about the Growth of service sector in India.	K1	CO1
	(OR)			
	11.b.	Label the Difference between goods and services.		
2	12.a.	Outline the Strategies for Matching Capacity and Demand.	K2	CO2
	(OR)			
	12.b.	Explain the Factors which Influence Demand Patterns.		
3	13.a.	Summarize the importance of New service development and explain the challenges in it.	K2	CO3
	(OR)			
	13.b.	Summarize how the effective pricing strategies may be identified.		
4	14.a.	Examine the Role of Employees in Services Marketing.	K4	CO4
	(OR)			
	14.b.	Analyse different Components of a Service Blueprint.		
5	15.a.	Discover the meaning of Entertainment services, explain its types.	K4	CO5
	(OR)			
	15.b.	Examine the meaning and characteristics of Public Utility 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	Find the Gap Analysis Model for service quality in detail.	K1	CO1
2	17	Construct different Stages of Consumer Decision Making for Services.	K2	CO2
3	18	Explain different types of distribution of service.	K2	CO3
4	19	Analyze effective People Management Strategies in detail.	K4	CO4
5	20	Examine briefly the applications of service marketing in different service sectors	K4	CO5

Z-Z-Z

END