

PSG COLLEGE OF ARTS & SCIENCE
(AUTONOMOUS)

BBA DEGREE EXAMINATION MAY 2026
(Fourth Semester)

Branch : BUSINESS ADMINISTRATION(RETAILING MANAGEMENT)

RETAIL SERVICES 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 current growth of service sector in India is based mainly on labour market arbitrage. a. Labour b. Material c. Retail d. Service	K1	CO1
	2	Service marketing prioritizes building long-term customer relationships and creating positive, memorable experiences to overcome the absence of a _____ product. a. Fast moving b. Tangible c. Intangible d. Durable	K2	CO1
2	3	Customer expectation in demand and supply management refers to customers' standards and desires for product availability and service, while their perception is their _____ judgment of how those expectations are met. a. Standard b. Expected c. Actual d. Anticipated	K1	CO2
	4	A service encounter in service marketing is a period during which a customer interacts directly with a service provider, its technology, or its physical facilities, often referred to as a _____. a. Moment of truth b. Moment of thought c. Moment of goods d. Moment of service	K2	CO2
3	5	Three common levels like the core product, the actual product, and the augmented product proposed by _____. a. Kotler b. Marshal c. Foyal d. Gorden	K1	CO3
	6	Effective management of the _____ is crucial for aligning services with business needs, optimizing customer satisfaction, and driving long-term success. a. Product life cycle b. service lifecycle c. Business lifecycle d. Economic lifecycle	K2	CO3
4	7	_____ defines why a customer should choose that service over others. a. Service designing b. Service positioning b. Service quality d. Service process	K1	CO3
	8	Research on consumer responses to _____ marketing focuses on using consumer data to tailor messages and delivery methods to improve engagement. a. Direct b. Indirect c. Retail d. Service	K2	CO3

Cont....

5	9	_____ services, such as water and electricity, are essential services that have unique challenges and considerations in service marketing. a. Private utility b. Public utility c. Customer utility d. Product utility	K1	CO4
	10	Anticipatory information services are provided to library users in anticipation of their _____ for such services. a. Demands b. Supply c. Utility d. Market	K2	CO4

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.	Show the Difference between goods and services.	K1	CO1
	(OR)			
	11.b.	Tell about marketing mix for services.		
2	12.a.	Explain what do you mean by service consumer behavior and Factors which Influencing Service Consumer Behavior.	K2	CO2
	(OR)			
	12.b.	Outline different levels of consumer analysis and how these levels are used?		
3	13.a.	Organize different stages of service lifecycle and give its benefits.	K3	CO3
	(OR)			
	13.b.	Identify different levels of consumer product knowledge.		
4	14.a.	Construct the Roles and Responsibilities of employee in service marketing.	K3	CO4
	(OR)			
	14.b.	Build a meaning of service design and explain its principles.		
5	15.a.	Identify marketing of educational services and explain the characteristics of educational services.	K3	CO5
	(OR)			
	15.b.	Apply different strategies followed to get success in Entertainment 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	Show briefly about Classification of services.	K1	CO1
2	17	Explain various elements of consumer analysis.	K2	CO2
3	18	Construct the steps to be followed while fixing the service pricing.	K3	CO3
4	19	Organize different Challenges related to the "people element" in organizations.	K3	CO4
5	20	Identify financial services in services marketing and explain the strategies followed to develop the organization.	K3	CO5

Z-Z-Z END