

Exam Date & Time: 26-Sep-2020 (10:00 AM - 01:30 PM)



PSG COLLEGE OF ARTS AND SCIENCE

Note: Writing 3hrs: Checking & Inserting Image : 30mins

BBA DEGREE EXAMINATION MAY 2020
(Sixth Semester)

Branch - BUSINESS ADMINISTRATION / BUSINESS ADMINISTRATION (INFORMATION SYSTEMS) / BUSINESS ADMINISTRATION (RETAIL MANAGEMENT)
SERVICES MARKETING [14MSU26]

Marks: 75

Duration: 210 mins.

SECTION A

Answer all the questions.

- 1) Define services. (2)
- 2) Name the different kinds of services. (2)
- 3) What is service scape? (2)
- 4) Define buyer behaviour. (2)
- 5) Mention the levels of service. (2)
- 6) What is service quality? (2)
- 7) Name the 7Ps of service marketing. (2)
- 8) What is physical evidence? (2)
- 9) Mention the various professional services. (2)
- 10) What are the entertainment services? (2)

SECTION B

Answer all the questions.

- 11) Differentiate between goods and services. (5)
 - a)
- [OR] Elucidate the gaps model and SERQUAL dimensions. (5)
 - b)

- 12) Explain the strategies for managing the demand and capacity. (5)
- a)
[OR] Examine the factors influencing consumer behavior. (5)
b)
- 13) Portray about the services life cycle with the help of an illustration. (5)
- a)
[OR] Elucidate on service delivery and communication. (5)
b)
- 14) What are the role of employees in services marketing? Explain. (5)
- a)
[OR] Describe the importance of physical evidence in services marketing. (5)
b)
- 15) Write an account on health – care services in India. (5)
- a)
[OR] Write a detail essay about the status of tourism service in India. (5)
b)

SECTION C

Answer 3 out of 5 questions.

- 16) Elaborate on the evolution and growth of service sector in India. (10)
- 17) Explain the characteristics of services marketing. (10)
- 18) Enumerate the pricing strategies in services marketing. (10)
- 19) Describe the significance of customer relationship marketing. (10)
- 20) What are the service marketing strategies used by health care services in the times of Covid 19? Explain. (10)

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