

PSG COLLEGE OF ARTS & SCIENCE  
(AUTONOMOUS)

BBA DEGREE EXAMINATION DECEMBER 2022  
(Fifth Semester)

Branch – BUSINESS ADMINISTRATION

**DISCIPLINE SPECIFIC ELECTIVE – I : SERVICE MARKETING**

Time: Three Hours

Maximum: 75 Marks

**SECTION-A (10 Marks)**

Answer ALL questions

ALL questions carry EQUAL marks

(10 x 1 = 10)

1. \_\_\_\_\_ are said to be intangible, they cannot be seen or tasted.  
(i) Consumer Goods (ii) Raw materials  
(iii) Services (iv) Industrial Goods
2. \_\_\_\_\_ are purchased by individual customers for their own consumption.  
(i) Business consumer services (ii) End consumer services  
(iii) Professional services (iv) Non-professional services.
3. \_\_\_\_\_ refers to the totality of features and characteristics of a product or a service that bear on its ability to satisfy stated or implied needs.  
(i) Service (ii) Quality (iii) Technology (iv) marketing mix
4. \_\_\_\_\_ is a method by which the service delivery process is broken-down into individual elements through a step-by-step mapping of the process.  
(i) Customer actions (ii) Branding  
(iii) Service development (iv) Service blue printing
5. Prices that kept very high in \_\_\_\_\_ pricing policy.  
(i) Skimming (ii) Penetration (iii) customer pricing (iv) FOB pricing
6. \_\_\_\_\_ plays major role with regard to physical evidence.  
(i) Word of mouth (ii) packaging (iii) sponsorship (iv) all of these
7. \_\_\_\_\_ offer services that require higher-level skills and expertise.  
(i) Consumer service employees (ii) Professional services employees  
(iii) Support staff (iv) Back-office staff.
8. \_\_\_\_\_ plays a very significant role in promoting services in services marketing.  
(i) Increasing service (ii) customer traffic  
(iii) intermediaries (iv) global services
9. \_\_\_\_\_ industry covers a wide range of organization offering food service and accommodation.  
(i) Hospitality (ii) Insurance (iii) Finance (iv) Leasing
10. \_\_\_\_\_ is to identify the needs of students, designing the course curriculum that meet the requirements and needs of the students and also teaching the students.  
(i) Education Services (ii) Tourism Services  
(iii) Hospital Services (iv) Finance Services

Cont...

**SECTION - B (35 Marks)**

Answer ALL Questions

ALL Questions Carry EQUAL Marks

(5 x 7 = 35)

11. (a) State the differences between goods and service.  
OR  
(b) Explain the gaps model of service quality.
12. (a) Outline the steps in the service recovery process.  
OR  
(b) Describe the strategies for matching capacity and demand.
13. (a) Narrate the various pricing policies used by service marketers.  
OR  
(b) Explain the levels of service product.
14. (a) Analyze the elements of physical evidence in services.  
OR  
(b) Describe the various types of services process.
15. (a) Explain the 7P's in banking service in detail.  
OR  
(b) State the characteristics of education services.

**SECTION - C (30 Marks)**

Answer any THREE Questions

ALL Questions Carry EQUAL Marks

(3 x 10 = 30)

16. Elucidate the various classification of services.
17. Examine the factors influencing Customer Expectations.
18. Discuss about the stages involved in new service development process.
19. Elaborate the key role of service employees.
20. Analyze the various marketing mix in tourism services.

Z-Z-Z

END