

(Please write your Exam Roll No.)

Exam Roll No. ....

# END TERM EXAMINATION

FIFTH SEMESTER [BBA] FEBRUARY 2023

Paper Code: BBA-305

Subject: Services Marketing

Time: 3 Hours

Maximum Marks: 75

Note: Attempt any five question. All questions carry equal marks.

- Q1. Write Notes on:
- Explain the nature of services.
  - What are the unique characteristics of services?
  - Give an example of expanded marketing mix.
  - What is market segmentation?
  - Outline the need of new service development.
- Q2. (a) Discuss the evolution and growth of service sector in India  
(b) Discuss the service marketing opportunities in hospitality and tourism sector.
- Q3. (a) Explain service market segmentation, targeting and positioning with a suitable example.  
(b) (i) Explain GAP model of service quality.  
(ii) Discuss the need for measuring service quality.
- Q4. (a) Why most of the corporate prefer integrated service marketing communication? Discuss.  
(b) How does the corporate are designing service delivery system? Explain with suitable case.
- Q5. (a) Discuss the major issues and challenges of service marketing in India.  
(b) Explain various methods for Pricing of services
- Q6. (a) Discuss how the service strategies vary sector- wise? Why there is variation?  
(b) Explain the service strategies for financial and entertainment sector
- Q7. Critically evaluate SERVQUAL? Explain in detail with suitable example.

P.T.O.