

BBA 6th Semester examination, 2021 (CBCS)

Subject: Marketing of services

Paper: SMM--- 6.3

TIME-3 hours

Full marks: 80

Candidates are requested to give their answers in their own words as far as practicable.

Group-A

Candidates are requested to answer any 6 questions.

6x5=30

1. Differentiate between goods and services.
2. Define service marketing. Describe the characteristics of service marketing.
3. What is segmentation? Explain the functions of services marketing segmentation.
4. What is the role of positioning in service marketing?
5. Explain 7Ps of service marketing mix.
6. What is quality gap? Explain the techniques to resolve the gap.
7. What is service life cycle? Explain the stages of service life cycle with suitable example.
8. Explain the role and importance of physical evidence in service marketing.

GROUP-B

Candidates are requested to answer any 5 questions.

5X10=50

9. State the reasons for the growth of services in modern economy.
10. Explain the role of pricing in services.
11. Discuss the relevance of communication in service marketing.
12. What is internal marketing? Elaborate the concept of internal marketing.
13. Explain the role of process in service marketing.
14. 'People is the key to a service business'. Explain the statement with example.

15. Write a note on evolution of services in India.