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Total No. of Pages : 02

Total No. of Questions : 18

**BBA (Service Industry Management) (Sem.-4)****SERVICE MARKETING****Subject Code : BBASM-404-18****M.Code : 77432****Time : 3 Hrs.****Max. Marks : 60****INSTRUCTIONS TO CANDIDATES :**

1. SECTION-A is COMPULSORY consisting of TEN questions carrying TWO marks each.
2. SECTION-B consists of FOUR Sub-sections : Units-I, II, III & IV.
3. Each Sub-section contains TWO questions each, carrying TEN marks each.
4. Students have to attempt any ONE question from each Sub-section.

**SECTION-A****Write a short note on following :**

1. Internal marketing
2. Intangibility
3. Service recovery paradox
4. Promotion of services
5. Gronross Model
6. Emotional labour
7. Servicescape
8. Service blueprinting
9. Service failure
10. Net promoter score



**SECTION-B****UNIT-I**

11. Define a service. What challenges marketers face when they go for marketing of services? Discuss with the help of real life examples.
12. What is the concept of marketing mix? Discuss various components of marketing mix with reference to the services marketing.

**UNIT-II**

13. What is service differentiation? Illustrate how big brands are making use of service differentiation?
14. What are the components of an effective service delivery system? Discuss.

**UNIT-III**

15. Explain the concept of Physical evidence in services. Briefly explain various components of Physical evidence with respect to banking industry.
16. Why is the 'process' so important in services marketing? Discuss various types of processes.

**UNIT-IV**

17. What is the 'Service Quality Gap Model'? Discuss various components of this model with the help of an example.
18. Discuss the application of services marketing in the tourism industry.

**NOTE : Disclosure of Identity by writing Mobile No. or Making of passing request on any page of Answer Sheet will lead to UMC against the Student.**