

12091700
Code No. 12760

FACULTY OF MANAGEMENT

BBA V – Semester (CBCS) Examination, November / December 2019

Subject: Services Marketing

Paper Code – 506 (M)

Elective – I (Marketing)

Time: 3 Hours

Max. Marks: 80

Note: Answer all the questions.

PART – A (5x4 = 20 Marks)

[Short Answer Type]

- 1 Answer any five of the following in about 20 lines each.
- a) 7 P's of Services Marketing
 - b) ✓ Scope of Services
 - c) ✓ Target Marketing
 - d) ✓ Product positioning
 - e) Quality dimensions
 - f) Cultural environment
 - g) ✓ Difference between services and products
 - h) Tele marketing.

PART – B (5x12 = 60 Marks)

[Essay Answer Type]

Note: Answer all the questions using the internal choice.

- 2 a) ✓ Explain the 4 I's of the services marketing with suitable examples.
OR
b) Define services. Explain its concept and scope.
- 3 a) ✓ What are the bases for segmentation of services? Explain with examples.
OR
b) Discuss the role of people and process in the context of marketing of services.
- 4 a) ✓ Briefly discuss about services marketing strategies.
OR
b) How do you overcome problems due to services characteristics in services marketing?
- 5 a) ✓ Discuss various methods of measuring service quality.
OR
b) Explain the methodology for identification of global customer needs.
- 6 a) Distinguish Global marketing and Domestic marketing.
OR
b) ✓ Explain the environmental factors in global market operating.
