

Roll No.

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Total No. of Pages : 02

Total No. of Questions : 09

B.SIM (2014 & Onwards)
(Sem.-4)

SERVICE MARKETING

Subject Code : BBA-414

Paper ID : [72858]

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. Student has to attempt any **ONE** question from each Sub-section.

SECTION-A

Q1 Write a short note on :

- a. List the major sectors in the service sectors.
- b. Gronross model.
- c. Types of process.
- d. 7Ps.
- e. Potential management.
- f. Service distribution.
- g. Sales promotions.
- h. Personal selling.
- i. External marketing.
- j. Interactive marketing.

SECTION-B

UNIT-I

- Q2 What are the main differences between marketing service and physical services? Explain with an example in Indian context.
- Q3 Explain the role of services sector in Indian economy. Discuss its importance in developing economy like India.

UNIT-II

- Q4 What are the various types of pricing methods for services? Explain each method with an example.
- Q5 Explain different types of service communication problems in marketing of services.

UNIT-III

- Q6 What is service blueprinting? Give its importance in services marketing.
- Q7 What is a role of servicescape in service marketing? Explain with examples.

UNIT-IV

- Q8 Define and explain the five dimensions of Service Quality. Discuss the difference between perception of service quality and customer satisfaction.
- Q9 Write the challenges in marketing of services in the modern dynamic business environment.