

Name. _____		Printed Pages:01		
Student Admn. No.: _____				
School of Business Backlog Examination, June 2023 [Programme: BBA (MAM)] [Semester: IV] [Batch: 2021-24]				
Course Title: MARKETING OF SERVICES		Max Marks: 100		
Course Code: BBAM2007		Time: 3 Hrs.		
Instructions:	1. All questions are compulsory. 2. Assume missing data suitably, if any.			
		K Level	COs	Marks
SECTION-A (15 Marks)		5 Marks each		
1.	What is the Nature of services, explain with suitable example?.	CO1	K1	5
2.	What do you mean by goods and service continuum?	CO2	K1	5
3.	Define the criteria Formulating service marketing strategies for health?	CO3	K2	5
SECTION-B (40 Marks)		10 Marks each		
4.	Describe the Characteristics of Services with examples?	CO1	K2	10
5.	What is Services Marketing Mix? Explain all the mix components with suitable examples?	CO2	K3	10
6.	Describe the stages of new service development?	CO3	K3	10
7.	Design communications mix Strategies for promoting services? OR What are the various Service channel decisions? Explain in detail with suitable example/s.	CO4	K4	10
SECTION-C (45 Marks)		15 Marks each		
8.	How you will Measure Service Quality? Describe the SERVQUAL Scale, Service Efficiency and Effectiveness	CO3	K4	15
9.	Explain the Service life cycle with suitable examples?	CO4	K3	15
10	What are the Popular Strategies for fixing Service Standard? Also define Company-Defined Standards and Customer-Defined Standards OR What are the Pricing objectives? Explain the Pricing of Services of hospitality Industry?	CO5	K4	15