

School of Business

BBA
ETE - Jun 2023

Time : 3 Hours

Marks : 100

Sem IV - D1UA405T - Marketing of Services

Your answer should be specific to the question asked

Draw neat labeled diagrams wherever necessary

1. How important is it for a hotel located at a hill station to use promotions during off-season? Also identify the possible sales promotion schemes it can offer? K2 CO3 (5)
2. Explain service operation Management and Perception Management with the help of suitable examples K2 CO2 (5)
3. What are the challenges faced by the service industry? K2 CO1 (5)
4. Discuss the Service recovery strategies in the context of customer retention ? K4 CO3 (10)
5. What are the Pricing objectives ? Explain the Pricing of Services. K2 CO1 (10)
- 6) Describe the services marketing triangle ? K4 CO1 (10)

OR

- Explain the term 'word of mouth communication' and discuss its significance for a health service provider? K4 CO2 (10)
7. Write a brief notes on "Introduction to Productivity" . What you will do for Improving Service Productivity ? K3 CO2 (10)
 - 8) Discuss your Understanding about Demand Pattern and variation ? use any company example to support your answer. K5 CO3 (15)

OR

- What are the elements of service quality for a delivery service like Courier Company? K5 CO4 (15)
9. Describe what is meant by adequate service, predicted service and zone of tolerance. K4 CO3 (15)
 10. Describe the servuction system for a high-contact service like an upscale restaurant. Give an example and explain in detail by referring a company? K5 CO3 (15)