

V  
(21225)  
B.B.A.-V Sem.

(Printed Pages 3)

Roll No. ....

**18103**

**B.B.A. Examination, Dec.-2025**

**Service Marketing**

**(BBA-506)**

**(M-2)**

**(New Course)**

*Time : 3:00 Hours ]*

*[Maximum Marks : 75*

**Note :** Attempt questions from **all** sections  
as per instructions.

**Section - A**

**(Very Short Answer Type Questions)**

**Note :** Attempt **all** questions.  $5 \times 3 = 15$

1. What is service blue printing.
2. What do you understand by positioning?

**P.T.O.**

3. What do you mean by sales promotion?
4. Differentiate between product and services marketing.
5. Define marketing environment.

### **Section - B**

#### **(Short Answer Type Questions)**

**Note :** Attempt any **two** questions from the following three questions.  $2 \times 7.5 = 15$

6. Define service marketing. What are the difficulties & challenges in service marketing?
7. Discuss the role of customer relationship management (CRM) in service marketing.
8. What role does social media play in shopping consumer choice modern era?

## **Section - C**

### **(Long Answer Type Questions)**

**Note :** Attempt any **three** questions out of the following five questions.  $15 \times 3 = 45$

9. Discuss the various issues of global service marketing at present time.
10. What is service encounter? Discuss its significance in service delivery.
11. How do economic conditions influence consumer confidence and spending habits?
12. What are the latest difficulties in service marketing with reference to Swiggy and Zomato.
13. Write short notes on:
  - (i) Service marketing mix
  - (ii) Customer satisfaction and loyalty
  - (iii) Personal selling