

D

(Printed Pages 3)

(21224)

Roll No.

B.B.A.-V Sem.

18103

B.B.A. Examination, Dec.-2024

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

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

1. What do you mean by service marketing?
2. Discuss consumer behaviour in services.
3. Explain the role of Quality in service marketing.

P.T.O.

4. Discuss publicity and public relations in service marketing.
5. Explain in brief about customer expectation over services.

Section - B

(Short Answer Type Questions)

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

6. Discuss difficulties & challenges in service marketing.
7. Discuss the role of Employees and customers in service delivery.
8. Discuss the latest issues in service marketing with reference to Uber and Ola.

Section - C

Note : Attempt any **three** questions out of the following five questions.

$$15 \times 3 = 45$$

9. Discuss services marketing mix. Explain the 7P's of service Marketing & upcoming concepts.
10. Discuss the strategies for services marketing. Explain segmentation, Targeting & Positioning strategies of services.
11. Explain New service Development, Process service standards, demand and capacity management in Delivering services.
12. Discuss Role of Advertising and Personal selling.
13. How will you evaluate the success of service offering? Explain service quality and measurement.