

**BACHELOR OF BUSINESS ADMINISTRATION
FOURTH SEMESTER
MANAGEMENT OF SERVICES
BBA-403**

Duration : 3 hrs.

Full Marks: 70

(PART-A: Objective)

Time : 20 min.

Marks : 20

Choose the correct answer from the following:

1X20=20

1. Services can be described as _____, that it's difficult for customers to visualize the experience before they purchase a product
 - a. Illusive
 - b. Mentally Intangible
 - c. Challenging
 - d. Tangible
2. Extended Marketing Mix of services does not include which of the following
 - a. Practice
 - b. Process
 - c. Physical Evidence
 - d. People
3. Parasuraman et al.'s model proposes five dimensions that contribute to service quality: tangibles, reliability, assurance, responsiveness and empathy. What is this model called?
 - a. SERVQUAL
 - b. SWOT
 - c. SQUAL
 - d. QUALSERVE
4. Services cannot be stored is a characteristic of services described by
 - a. Perishability
 - b. Variability
 - c. Inconsistency
 - d. Inseparability
5. Services are characterized by all of the following characteristics except for:
 - a. Intangibility
 - b. Perishability
 - c. Homogeneity
 - d. Variability
6. A tangible product can include both product and _____ element
 - a. Benefit
 - b. Promise
 - c. Service
 - d. Value
7. Servicescape refers to
 - a. Service Landscape
 - b. Imagination of Services
 - c. Service Factory
 - d. Place where service is delivered
8. Which of the following is not a component of a service firm's physical evidence?
 - a. Employee Appearance
 - b. Billing Statements
 - c. Business Equipment
 - d. Customer Satisfaction
9. A movie ticket is primarily an example of which element of the marketing mix?
 - a. Physical Evidence
 - b. Price
 - c. Process
 - d. Promotion

10. Services marketing is important in today's context because it
- Generate more jobs
 - Generate more customers
 - Increases the GDP
 - Both a & c
11. Service quality of a company may be affected by
- Employee Behavior
 - Competitors
 - Advertiser
 - None of the above
12. In service marketing triangle _____marketing refers to delivering the promise to customers
- Internal Marketing
 - Interactive Marketing
 - External Marketing
 - Relationship Marketing
13. Services that are directed directly towards the consumer own consumption is called _____
- Possession Processing
 - People Processing
 - Mental stimulus Processing
 - Information Processing
14. Empathy in SERVQUAL refers to
- Making service available at all time
 - Delivering service at doorstep
 - Being considerate and ready to assist customers
 - None of the Above
15. In Service Marketing mix People refers to
- Customers
 - Employees
 - Customers and Employees
 - Public Relations
16. Which one of the following is more intangible in service intangibility spectrum?
- Salt
 - Car
 - Toothpaste
 - Tax Preparation
17. The quality of a service can be ensured and determined more effectively by
- Employee Involvement
 - Customer Involvement
 - Both Customers and Employee Involvement
 - Top Management Involvement
18. In Relationship marketing strategies, social bonds are most common in which Industry
- Banking & Finance
 - Automobile
 - Teaching & Legal Services
 - All the Above
19. Pricing technique that allows consumers to buy Service A and Service B together in one price is called
- Price Bundling
 - Penetration
 - Skimming Pricing
 - Price Discrimination

20. Internal marketing in service marketing triangle deals with
- a. Marketing done by interacting between employees and customers - delivering the promise
 - b. Marketing by interacting with top management
 - c. Identifying and taking care of employees need and wants
 - d. None of the Above

(PART-B : Descriptive)

Time: 2 HRS 40 MINS

Marks : 50

[Answer question no.(1) & any four (4) from the rest]

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| 1. Define service? Is there anything which you can refer to as pure services? Explain the different characteristics of services? | 2+1+7=10 |
| 2. Explain the 7Ps of Services Marketing Mix? | 10 |
| 3. Classify services? State five reasons for growth in the service industry? | 5+5=10 |
| 4. What is service marketing triangle? Discuss in details with a diagram? | 10 |
| 5. Discuss the SERVQUAL model attributes of services? | 10 |
| 6. Elaborate the pricing strategies available for services marketing? Which pricing strategies is the best in your opinion? | 7+3=10 |
| 7. State the different types of customer who may or may not complaint? Discuss how service failure and recovery can lead to building relationship marketing in services? | 5+5=10 |
| 8. What is relationship marketing? What are some strategies to build relationship marketing in service marketing? | 8+2=10 |

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