

**BACHELOR OF BUSINESS ADMINISTRATION
SIXTH SEMESTER
SERVICE MARKETING
BBA-604A**

Duration : 3 hrs.

Full Marks: 70

(PART-A: Objective)

Time : 20 min.

Marks : 20

Choose the correct answer from the following:

1X20=20

1. Which of the following is not an element of people?
 - a. Motivation
 - b. Teamwork
 - c. Flow of activities
 - d. Customer training
2. Which of the following cannot be considered as a technique to gather information about customer needs?
 - a. Customer meetings
 - b. Tracking customer complaints
 - c. Government or Independent Laboratory Data
 - d. Waiting for customer at right time to share about their needs
3. Service are characterized by all of the following characteristics except for _____.
 - a. Intangibility
 - b. Homogeneity
 - c. Perishability
 - d. Inseparability
4. The unique service characteristic that deals specifically with the inability to service inventory or service storage, unlike products, is _____.
 - a. Inseparability
 - b. Perishability
 - c. Intangibility
 - d. Homogeneity
5. _____ is the main reason for difficulty in Services Marketing.
 - a. Separability
 - b. Intangibility
 - c. Availability
 - d. Demand-Supply Gap
6. The expression of dissatisfaction with a product/service, either orally or in writing, from an internal customer or external customer is called:
 - a. Customer needs
 - b. Customer delight
 - c. Customer expectations
 - d. Customer complaints
7. The buying process starts when the buyer recognizes a _____.
 - a. Product or Service
 - b. Shop or Market
 - c. Need or Problem
 - d. Money or Status
8. Which of the following is not a tool used to collect customer complaints?
 - a. Ask the manager of the company to list down potential reasons for customer complaints
 - b. Social media
 - c. Toll - free telephone numbers
 - d. Customer visits

9. _____ defines activities which occur within an organization that ensures a customer is not only satisfied but also retained.
- a. Customer care
b. Customer satisfaction
c. Customer needs
d. Customer delight
10. The customer or consumer is _____ when actual performance exceeds the expected performance of the product.
- a. Happy
b. Satisfied
c. Dissatisfied
d. Delighted
11. _____ is the set of activities performed by an organization used to satisfy the customer and their needs.
- a. Customer satisfaction
b. Customer service
c. Customer needs
d. Customer delight
12. The unique service characteristic that reflects the interconnection between the service provider/firm and its customer is called _____.
- a. Intangibility
b. Inseparability
c. Heterogeneity
d. Perishability
13. Rahul had booked a room in a 5-star hotel. After he checked in at his hotel room he was angry on finding that his bed sheet was filthy. Which dimension of 'service quality' was poorly reflected?
- a. Tangibles
b. Reliability
c. Responsiveness
d. Empathy
14. Which among the following is not a factor influencing customer perception of quality before making a purchase?
- a. Company's brand name and image
b. Opinions of friends
c. Spare parts availability
d. Published Test Results
15. Which of the following is not generally accepted as being part of the extended marketing mix for services?
- a. People
b. Practice
c. Process
d. Physical evidence
16. This type of consumer buys without much analysis or information.
- a. Researchers
b. Pleasure oriented activity
c. Loyalty style of shopping
d. Impulsive style
17. According to service quality model, the willingness of employees to solve the problems of the customers is classified as:
- a. Responsiveness
b. Assurance
c. Empathy
d. Reliability
18. Which of the following is not a technique to study the 'service quality gap'?
- a. Surveys
b. Online Research
c. Focus Groups
d. Asking the boss of the company
19. Which of the following is incorrect while referring to challenges faced while

ensuring service quality?

- a. Customer expectations change over a period of time
 - b. Different customers can have different expectations
 - c. Customer expectations do not change at all
 - d. Knowledge of all customers about the service may not be the same
20. Company A and Company B are two social networking service companies. It has been found that Company A shares a user's private information with undetectable sources while Company B is not accused of any such activities. Which dimension of 'service quality' is at stake?
- a. Security
 - b. Empathy
 - c. Responsiveness
 - d. Durability

-- --- -

(PART-B : Descriptive)

Time: 2 HRS 40 MINS

Marks : 50

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

- | | | |
|----|--|--------|
| 1. | a. What do you mean by marketing mix of services? | 2+8=10 |
| | b. Describe with appropriate examples about the 7Ps of service marketing mix. | |
| 2. | a. What are the determinant factors that influences customer satisfaction? | 6+4=10 |
| | b. What can organisations do to manage the service quality? | |
| 3. | a. What are the types of customer expectation? | 4+6=10 |
| | b. Describe the factors that influences a customer's expectation? | |
| 4. | a. Explain the stages of consumer buying decision. | 5+5=10 |
| | b. What are the factors that affects customers' buying decision? | |
| 5. | a. What do you mean by customer perception? | 2+8=10 |
| | b. What are the major factors that influences customer perception on services? | |
| 6. | a. What are the types of customers? | 6+4=10 |
| | b. Discuss how service marketers can influence these types of customers. | |
| 7. | a. What are the strategic factors to consider in service distribution? | 8+2=10 |
| | b. State the importance of positioning in marketing. | |
| 8. | a. What do you mean by service quality management? | 2+8=10 |
| | b. What are the dimensions of service quality determination? | |

= = *** = =