

APRIL 2023

72254/BB26B

Time : Three hours

Maximum : 75 marks

PART A — (10 × 2 = 20 marks)

Answer any TEN questions.

1. Define the term service marketing.
2. What do you mean by service aspiration?
3. Define product.
4. What is skimming price?
5. What is capacity planning?
6. Differentiate customer and consumer.
7. What do you mean by delivery gap?
8. Define service performance gap.
9. What do you mean by internal marketing of services?
10. What is meant by financial services?
11. What is CRM?
12. Define tourism.

IN BBA → Service Marketing

PART B — (5 × 5 = 25 marks)

Answer any FIVE questions.

13. Briefly describe the special characteristics feature of service industry.
14. Explain about the fixing of pricing strategies and tactics for services.
15. Describe the importance of internal marketing of services.
16. Explain the different types of demand to avoid perishability in service.
17. Explain the recent trends in banking sector with reference to innovation.
18. Briefly explain the various types of professional services.
19. Analyze the different basis for segmenting the educational services.

PART C — (3 × 10 = 30 marks)

Answer any THREE questions.

20. "The need and variety of services would depend on economic and social factors". Illustrate this view point with examples.
21. Describe the formulation of marketing mix for public utility services.

22. Explain the various steps involved in capacity planning with suitable diagram.
23. Elaborate the key factors and strategies for closing the service performance gap.
24. Elaborate the various elements of hospitality services.