Sanjay Ghodawat University, Kolhapur

Established as State Private University under Govt. of Maharashtra. Act No XL, 2017 2019-20

Year and Program	School of Commerce and Management	Department
2019 BBA-III		BBA
Course Code	Course Title	Semester – V
MBCMKT307	Services Marketing	
Day and Date Tuesday 26/11/19	End Semester Examination	Time: 3 hrs, Max Marks: 100 10.30am to 1.30pm

Instructions: 1) All Questions are compulsory.
2) Examples & Supportive data are essential wherever necessary.

		Marks	Level	COs
Q.1				
a)	**True & False (2×5) out of 6**	10		
	1. Services are a combination of activities, processes, and performances which may or may not produce final tangible outcome and do not result to any transfer of ownership.		L1	CO1
	2. Services are intangible we cannot touch them as they are not physical objects.		L1	CO1
	3. Basically, market segmentation is the process of splitting an overall market into two or more groups of consumers.		L1	CO2
	4. In geographical segmentation, market is divided into different geographical units like age & gender.		L1	CO2
	5. Ordering ease is one of the way of service differentiation.		L1	CO3
	6. Promotion is an attempt by marketers to inform, persuade, or remind consumers about your products or services		L1	CO3
b)	**Answer the short questions (2×5) out of 6**	10		
	1. Define Zone of tolerance in service marketing		L2	CO4
	2. Write the internal factors in service marketing		L2	CO4
	3. Describe the role of educational services in India		L2	CO5
	4. Explain the types of health care services		L2	CO5
	5. Define service encounter		L2	CO6
	6. Give examples of unethical practices in service marketing		L2	CO6
Q.2	**Answer the following**			
a)	Illustrate the components of service with neat diagram.	10	L3	CO1
	OR			
a)	Interpret the segments of service marketing triangle with neat diagram.	10	L3	CO1

ESE

	b)	Differentiate between geographic and demographic segmentation in service marketing.	10	L4	CO2
		OR			
	b)	Discriminate the patterns of targeting in service marketing.	10	L4	CO2
Q.3		**Answer the following**			
	a)	Prepare the marketing plan for service of Tourism sector.	10	L6	CO3
		OR			
	a)	How you can minimize errors in positioning of service marketing?	10	L6	CO3
	b)	Estimate the Different Zone of tolerance in service marketing with suitable example.	10	L5	CO4
		OR			
	b)	Suggest the management strategies of customer expectation during pre & post purchase process.	10	L5	CO4
Q.4		**Answer any Two**			
	a)	Explain the role of service sector in the growth of Indian economy.	10	L2	CO5
	b)	Identify the role of banking services in the growth of industrial sector in India.	10	L2	CO5
	c)	Demonstrate the process of online food services in India.	10	L2	CO5
Q.5		**Answer any Two**			
	a)	Explain the importance of ethics in service industry.	10	L3	CO6
	b)	With suitable example explain the types of new marketing methods in service industry.	10	L3	CO6
	c)	Interpret the different challenges faced by the service industry in India.	10	L3	CO6

*****

ESE