

CDOE
BACHELOR OF BUSINESS ADMINISTRATION (CBCS- 2018 COURSE)
B.B.A. Sem-V : WINTER :- 2021
SUBJECT: SERVICES MANAGEMENT

Day : Friday
Date 18-02-2022

W-18939-2021

Time : 02:00 PM-05:00 PM
Max. Marks: 70

N.B.

- 1) Attempt **ANY FOUR** questions from Section-I and **ANY TWO** questions from Section – II.
 - 2) Figures to the **RIGHT** indicate **FULL** marks.
 - 3) Answer to both the sections should be written in **SAME** answer book.
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SECTION – I

- Q.1** Discuss how the service strategies vary section wise? Why there is variation? (10)
- Q.2** What is meant by marketing segmentation? How do we segment for services? (10)
What are the various factors influencing it?
- Q.3** What is the role of service channels in delivering the services to a consumer? (10)
- Q.4** How would you evaluate the growth of service sector marketing v/s goods (10)
marketing?
- Q.5** What are the unique characteristics of services? Give an example of expanded (10)
marketing mix.
- Q.6** What do you understand by 7 Ps in service marketing? Give suitable examples. (10)
- Q.7** Write short notes on **ANY TWO** of the following: (10)
a) Marketing mix for education services
b) Service as a process
c) Methods for pricing of services

SECTION – II

- Q.8** Discuss the major issues and challenges of service marketing in India. (15)
- Q.9** Develop a new service concept with the segmentation, targeting and positioning (15)
process elements.
- Q.10** Describe the scope and importance of any type of consultancy of your choice. (15)
