

**BACHELORS IN BUSINESS ADMINISTRATION  
(SERVICES MANAGEMENT) (BBASM)**

**Term-End Examination**

**February, 2021**

**BSM-004 : FOUNDATIONS OF SERVICES  
MARKETING**

*Time : 2 hours*

*Maximum Marks : 50*

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**Note :** Answer **all** the questions.

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1. Answer all the questions. Each question carries  
1 (one) mark : *10×1=10*
- (a) Fill in the banks :
- (i) \_\_\_\_\_ is the service provided in support of a company's core product.
  - (ii) The marketing between contact people and customers is referred to as \_\_\_\_\_ .
  - (iii) For services high in experience and credence qualities, \_\_\_\_\_ communication is especially important.
  - (iv) As per the Gaps Model of Service Quality, there are \_\_\_\_\_ number of provider gaps.
  - (v) Most goods are easy to evaluate and are rich in \_\_\_\_\_ qualities.

- (b) State whether the following statements are *true* or *false* :
- (i) Technology makes it convenient only for customers to access services and not for employees in service delivery.
  - (ii) Services can be seen, felt, tasted or touched in the same manner as tangible goods.
  - (iii) The sources of customer expectations are mostly marketer-controlled factors.
  - (iv) The listening gap is the difference between customer expectations and perceptions.
  - (v) Servicescape is the physical setting where a service is delivered.

2. Answer any **five** of the following in about 100 words each : *5×2=10*

- (a) Explain the term ‘services’ with the help of examples.
- (b) What are experience and credence qualities ?
- (c) What do you understand by simultaneous production and consumption of services ?
- (d) List any two factors leading to provider gap 4 — the communication gap.
- (e) What are the marketing implications of the perishability characteristic of services ?
- (f) Why is customer equity important ?
- (g) What is tangibility spectrum ?
- (h) What are the paradoxes and concerns of technology-based services ?

3. Answer any **four** of the following in about 250 words each : *4×5=20*

- (a) Explain the contribution of the services sector to the Indian economy.
- (b) Write a short note on technology-based service offerings.
- (c) Explain the intangibility characteristic of services.
- (d) Explain the customer gap of the Gaps Model of Service Quality.
- (e) With the help of examples, explain how customers are responsible for causing provider gap 3 — the service performance gap.
- (f) Briefly explain the customer equity model.

4. Answer any **one** of the following questions in about 500 words each : *1×10=10*

- (a) Taking the example of any service of your choice, explain the various elements of its marketing mix.
  - (b) Explain the key drivers of service quality, customer retention and profits with the help of a suitable diagram.
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