

**BACHELOR OF BUSINESS ADMINISTRATION
(SERVICES MANAGEMENT) (BBASM)**

Term-End Examination

December, 2021

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

Time : 2 hours

Maximum Marks : 50

Note : Answer *all* the questions.

1. Answer all the questions. Each question carries
1 mark. *10×1=10*

(a) _____ is a key determinant of whether
an offering should be classified as a product
or a service.

- (i) Physicality
- (ii) Audience passivity
- (iii) Intangibility
- (iv) Perception
- (v) Abstraction

- (b) _____ is a means of delivering value to customers by facilitating outcomes customers want to achieve without the ownership of specific costs and risks.
- (i) Economy
 - (ii) Service
 - (iii) Customer research
 - (iv) Customer support
- (c) While interacting online, the customers see which of the following as the major concerns ?
- (i) Discounts
 - (ii) Unavailability of deserved products
 - (iii) Solution to these problems
 - (iv) Privacy and confidentiality
- (d) Which of the following statements about services is true ?
- (i) A service economy produces services at the expense of other sectors.
 - (ii) Service jobs are low paying and menial.
 - (iii) Service production is labour intensive and low in productivity.
 - (iv) Service is a necessary evil for manufacturing firms.
 - (v) Marketing and managing services present issues and challenges not faced in manufacturing and packaged goods companies.

- (e) _____ qualities are characteristics of a product consumers may find impossible to evaluate even after purchase and consumption.
- (i) Search
 - (ii) Cognitive
 - (iii) Perceptual
 - (iv) Experience
 - (v) Credence
- (f) All businesses and organizations that operate on the Internet are essentially providing a service.
- (i) True
 - (ii) False
- (g) To close the customer gap, the Gap Model of Service Quality suggests that the _____ gaps need to be closed.
- (i) Services marketing
 - (ii) Service dimensions
 - (iii) 4 Ps
 - (iv) Provider
 - (v) Value
- (h) Which of the following is **not** an aspect related to service quality ?
- (i) Responsiveness
 - (ii) Reliability
 - (iii) Assurances
 - (iv) Environmental concerns

- (i) Which of the following factors do **not** cause provider gap 3 ?
 - (i) Ineffective employee recruitment
 - (ii) Failure to match supply and demand
 - (iii) Efficient marketing research systems
 - (iv) Channel conflict over objectives and performance
 - (v) Lack of employee empowerment, perceived control, and teamwork
- (j) Which of the following is an approach towards keeping the customers a firm already has ?
 - (i) Decisive marketing
 - (ii) Defensive marketing
 - (iii) Reactive marketing
 - (iv) Offensive marketing

2. Answer any **five** of the following questions in about 100 words each. Each question carries 2 marks. $5 \times 2 = 10$

- (a) How can employees be responsible for provider gap 3 ?
- (b) Who is a service intermediary and what is his role ?
- (c) What is interactive marketing ?
- (d) What is referral value ?
- (e) What are purchase intentions ?
- (f) Explain customer retention.
- (g) What is customer loyalty ?
- (h) Describe profitability.

3. Answer any **four** of the following questions in about 250 words each. Each question carries 5 marks. $4 \times 5 = 20$

- (a) Explain relationship marketing with a suitable example.
- (b) How is technology changing the service industry ?
- (c) What are the benefits of word-of-mouth communication ?
- (d) Give an example of positive behavioural intention.
- (e) What mistakes do organisations make while setting the performance targets ?
- (f) Do “Services Stink” ? Explain with an example.

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

- (a) Explain the SERVQUAL model in detail.
 - (b) If you are a hotel owner of a famous food chain, what are the steps you will take to ensure maximum customer satisfaction using 7 Ps of marketing ?
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