

**BACHELOR IN BUSINESS
ADMINISTRATION (SERVICE
MANAGEMENT) [BBA(SM)]**

Term-End Examination

June, 2023

**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 : 1×10=10

(a) Fill in the blanks :

(i) Provider gap is the
difference between customer
expectations of service and company
understanding of those expectations.

(ii) is the most distinguishing
characteristic of services.

(iii) Provider gap 3 is also called as a
..... gap.

(iv) Absence of customer driven standards
leads to gap

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- (v) Even if contact employees and intermediaries are consistent in their service delivery, the uncontrollable behaviours of the can lead to variability of the service.
- (b) State whether the following question are True or False :
- (i) The central focus of the gaps model of service quality is to close the gap between customer expectations and perceptions.
 - (ii) The sources of customer expectations are all controlled by the service provider.
 - (iii) Production is an element of the traditional marketing mix.
 - (iv) Failure to match supply and demand leads to gap 4.
 - (v) Employees play an important role in the service performance gap.
2. Explain any *five* of the following in about **100** words each. Each question carries 2 marks.
- 2×5=10
- (a) Customer service
 - (b) Intangibility in services
 - (c) Customer gap
 - (d) Services cape
 - (e) Offensive marketing

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- (f) Gig economy
- (g) Gap 1
- (h) Communications gap
- (i) Interactive marketing
- (j) Customer equity

3. Answer any *four* of the following in about **250** words each. Each question carries 5 marks.

5×4=20

- (a) List and explain various characteristics of services.
- (b) What are the reasons for Gap 1 ?
- (c) What role is played by the service intermediaries in Gap 3 ?
- (d) State the factors that lead to the communications gap.
- (e) How customers can be considered as one of the important variables in provider gap 3 ?
- (f) What is the relationship between service quality and behavioural intentions ?

4. Answer any *one* question in **500** words :

10×1=10

- (a) Describe the concept of tangibility spectrum.
- (b) Discuss the key drivers of service quality, customer retention and profits.

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