

No. of Printed Pages : 4

BSM-015

**BACHELOR OF BUSINESS
ADMINISTRATION (SERVICES
MANAGEMENT) [BBA(SM)]**

Term-End Examination

June, 2023

BSM-015 : MANAGING SERVICE PROMISES

Time : 2 Hours

Maximum Marks : 50

Note : *All questions are compulsory.*

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

Fill in the blanks :

- (a) Service companies must educate their _____.
- (b) Customers who are time conscious often want reports, proposals, or other _____ documents quickly.
- (c) _____ strategy is used by products that can be divided into two distinct parts.

P. T. O.

- (d) _____, like strategies, play an equally important role in getting an order.
- (e) _____ pricing, involves setting prices consistent with customer perceptions of value.

State whether the following statements are True or False :

- (f) One way to use vivid information is to evoke a strong emotion such as fear.
- (g) Most services have visible support processes.
- (h) Price signalling occurs in markets with a high concentration of sellers.
- (i) Internet made time and distance irrelevant in consumer decision making.
- (j) The uniqueness increases the price sensitivity.

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

Explain briefly :

- (a) Explain the use of Interactive Imagery.

- (b) What do you understand by Upward Communications ?
 - (c) What are Psychological Costs ?
 - (d) What is prestige pricing ?
 - (e) Explain Price Bundling.
 - (f) What do you understand by Price Discrimination ?
 - (g) Explain Captive Pricing Strategy.
 - (h) Explain Personal Selling.
3. Answer any *four* questions in about **250** words each. Each question carries 5 marks. $4 \times 5 = 20$
- (a) What are the *five* aspects of service intangibility ?
 - (b) Explain competition-based pricing, give examples.
 - (c) What is penetration pricing strategy ?
 - (d) Explain the term “consortium pricing” in detail.
 - (e) What is cost-based pricing ? What are the challenges in cost-based pricing for services ?

- (f) Explain Acquisition value and Transaction value.

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

1×10=10

- (a) Explain *four* meanings of Perceived Value giving suitable examples.
- (b) What are the pricing strategies used when the customer defines value as quality for the price paid ?