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BSM-015

B.B.A. (Services Management)

(BBASM)

Term-End Examination

June, 2024

BSM-015 : MANAGING SERVICES PROMISES

Time : 2 Hours

Maximum Marks : 50

Note : Attempt all the questions.

1. Fill in the blanks. Each questions carries 1 marks : 10
 - (a) Advertising testimonials involves featuring
 - (b) communications are either downward from management to employees or upward from employees to management.
 - (c) The represents the time cost and search cost.

P. T. O.

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- (d)refers to the fact that price cannot be hidden or implicit.
 - (e)is used by the firm that has customers with high transaction cost for one or more of its products.
 - (f)is used by the products that can be divided into two distinct parts.
 - (g) The lowers price sensitivity.
 - (h) is an unethical practice.
 - (i) are the formal promises made to customers about aspects of the service they will receive.
 - (j) is whatever I want in a product or service.
2. Answer any five of the following in about 100 words each. Each question carries 2 marks.

2 × 5 = 10 marks

 - (a) Explain the term psychological costs.
 - (b) Explain the term 'Creating tiered value service offering.'

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- (c) What do you understand by 'Substitution Effect' ?
- (d) Explain the term Dumping.
- (e) What do you mean by odd pricing ?
- (f) What there is need of IMC ?
- (g) Explain the skimming pricing strategy.

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

$5 \times 4 = 20$ marks

- (a) Do you think spending on social media marketing is a good investment for a marketer ?
- (b) Discuss the concept of skimming pricing strategy with suitable examples.
- (c) Write a short note on management of service promises.
- (d) Can pricing be used as a marketing tool ? Justify your answer with suitable example.

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- (e) Why it is important to create a strong service brand ?
- (f) Explain the concept of Discounting in detail with example.

4. Answer any one question in 500 words.

$10 \times 1 = 10$

- (a) What solution would you recommend to a service business which is facing service overload issue and their demand and supply are rarely synchronised.
- (b) What are the pricing practices that a firm can follow ?
