

**BACHELOR IN BUSINESS
ADMINISTRATION (SERVICE
MANAGEMENT) (BBASM)**

Term-End Examination

December, 2022

**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) The value-added service derived from
physical goods is service.

(ii) is about the environment in
which the service is delivered and
where the firm and customer interact.

- (iii) enables both customers and employees to be more effective in getting and providing service.
 - (iv) The marketing between contact people and customer is referred to as marketing.
 - (v) Improvement in customer satisfaction has a significant and positive impact on firms' performance.
- (b) State whether the following questions are True or False :
- (i) Customer technology readiness is a study to find out the interest of customers readiness to use the technology.
 - (ii) Perishability characteristic of a service is about services being returned or resold.
 - (iii) Customer gap is the gap between customer expectations and perceptions.

(iv) Employees play a key role in the service performance gap.

(v) Overpromising does not lead to Gap 4.

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

(a) How are customers responsible for provider gap 3 ?

(b) Who is a service intermediary and what is his role ?

(c) What is external marketing ?

(d) What is defensive marketing ?

(e) Explain behavioural intentions.

(f) Explain customer retention.

(g) What is customer equity ?

(h) What is derived service ?

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

(a) What are the factors leading to service performance gap ? Explain with examples.

- (b) How technology is changing the service industry ?
 - (c) Why does overpromising lead to communication gap ?
 - (d) Explain the relationship between service quality and behavioural intention.
 - (e) What mistakes do organisations make while setting the performance targets ?
 - (f) Explain “Service Stink” with an example.
4. Answer any **one** question in **500** words :

10×1=10

- (a) Explain with suitable example, how the customer perceptions of service quality can affect purchase intentions.

Or

- (b) As an owner of a food chain, what are the steps you will take to ensure maximum customer satisfaction using 7P's of marketing ?