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**BSM-015**

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

**Term-End Examination**

**December, 2022**

**BSM-015 : MANAGING SERVICE PROMISES**

*Time : 2 Hours*

*Maximum Marks : 50*

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**Note :** *All questions are compulsory.*

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

Fill in the blanks :

- (a) The service product neither is made out of  
\_\_\_\_\_ matter nor occupies physical  
space.
- (b) Effective service marketing communication  
creates a strong or clear impression on the  
senses and produces a distinct \_\_\_\_\_  
picture.

**P. T. O.**

- (c) The \_\_\_\_\_ pricing approach focuses on the prices charged by other firms in the same industry or market.
- (d) In selecting a pricing strategy, one needs to assess the impact of internet on ..... .
- (e) The \_\_\_\_\_ of a product/service lowers price sensitivity.

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) Preparing customers for the service process can help avoid conflicts.
- (h) Bid rigging is an unethical practice.
- (i) Premium pricing strategy is used by a firm to even out the demand for its product.
- (j) Transaction value is determined by comparing the buyer's reference price to the actual price.

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

Explain briefly :

- (a) Customers Education
  - (b) Search costs
  - (c) Going-rate pricing
  - (d) Demand-based pricing
  - (e) Skimming
  - (f) Price Framing
  - (g) Dumping
  - (h) Fee for service
3. Answer any *four* questions in about **250** words each. Each question carries 5 marks.  $4 \times 5 = 20$
- (a) Discuss the importance of internal marketing communication. What do you understand by management of customer expectations ?
  - (b) Explain market segmentation pricing and its uses.

- (c) Explain complementary pricing, giving examples.
- (d) What are e-Auctions ?
- (e) Explain pricing tactics that are generally used to get an order.
- (f) 'Price is an indicator of service quality'.  
Comment upon this statement

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

1×10=10

- (a) How can an organisation manage internal marketing communications ?
- (b) What are the pricing strategies used when the customer defines value as low price ?