

No. of Printed Pages : 4

BSM-004

**BACHELOR OF BUSINESS
ADMINISTRATION (SERVICES
MANAGEMENT)
(BBASM)**

Term-End Examination

December, 2023

**BSM-004 : FOUNDATIONS OF SERVICES
MARKETING**

Time : 2 Hours

Maximum Marks : 50

Note : Attempt all questions.

1. (a) Fill in the blanks : 1×5=5
- (i) is the main reason for difficulty in service marketing.
- (ii) is a tool for simultaneously depicting the service process.
- (iii) “Every business is a service business” was quoted by

P. T. O.

- (iv) The unique service characteristic that reflects the interconnection between the service firm and its customer is called
- (v) Product value, service value and image value are components of
- (b) State whether the following statements are 'True' or 'False' : 1×5=5
- (i) The lack of inventory capability in services is due to the service characteristic of intangibility.
- (ii) When determining its demand capacity a service provider should not consider random demand fluctuations.
- (iii) Once the sale is made, service provider can manage customer education by clarifying expectations after the sale.
- (iv) Interaction and measurement are tools used to manage internal marketing communication.
- (v) The most commonly known form of result based pricing is a practice called mixed bundling.

2. Explain any *five* of the following in about **100** words each. Each question carries 2 marks :
- (a) Write a note on Defensive Marketing.
 - (b) 'Services are Perishable.' Explain the statement.
 - (c) Explain the role of service intermediary.
 - (d) What are credence quality of service ?
 - (e) Write a short note on customer equity.
 - (f) Describe the concerns of service quality.
 - (g) Define customer loyalty.
 - (h) Servicescape
3. Answer any *four* of the following in about **250** words each. Each question carries 5 marks :
- (a) What is Service Performance Gap ? Explain the leading factors.
 - (b) Distinguish between service quality and behavioural intentions.
 - (c) List out the characteristics of services.
 - (d) Explain relationship marketing with a suitable example.
 - (e) What is the contribution of the services sector to the Indian Economy ?
 - (f) Explain the Gaps Model of service quality.

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

1×10=10

- (a) Elucidate the key drivers of service quality, customer retention and profits with a graphical representation.
- (b) As an owner of a restaurant, what is the process to maximize customer satisfaction using 7P's of marketing ?