

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

Term-End Examination

December, 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) The _____ nature of services creates problems for consumers both before and after purchase.
- (b) _____ represents the facts that the service is a performance it often cannot be previewed or inspected in advance of purchase.

- (c) _____ are formal promises made to customers about aspects of the service they will receive.
 - (d) _____ refers to the fact that price cannot be hidden or implicit.
 - (e) _____ is an unethical practice.
 - (f) Online _____ are powerful methods of real time pricing.
 - (g) _____ involves selling prices consistent with customer's perception of value.
 - (h) _____ communications are either downward from management to employees or upward from employees to management.
 - (i) The _____ approach focuses on the prices charged by other firms in the same industry or market.
 - (j) _____ strategy is used by products that can be divided into two distinct parts.
2. Answer any *five* questions in about **100** words each. Each question carries 2 marks. 2×5=10
- (a) Explain the term 'Value service offers'.

- (b) Explain the term Skimming Price Strategy.
 - (c) Explain the term 'Price Discrimination'.
 - (d) Explain the term customer education.
 - (e) What is the focus of competition based pricing on service ?
 - (f) Explain the term 'Tired value service offerings'.
 - (g) Explain the effect of internet on the perception of customers towards pricing.
 - (h) What are the four ways in which customers define value ?
3. Answer any **four** questions in about **250** words each. Each question carries 5 marks. $4 \times 5 = 20$
- (a) Why is it important to present vivid information ? Explain.
 - (b) Write a note on coordinating external communication.
 - (c) Why is it important to create strong service brand ?
 - (d) Describe the *three* basic marketing price structures.
 - (e) Write a note on Customer's definition of value-'value is low price'.
 - (f) Explain the term shared cost effect with suitable examples.

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

1×10=10

- (a) What are the factors that should always be considered while making pricing decisions ? Would these change in the case of a new product ?
- (b) What according to you would be the best strategy for an advertisement to communicate the experience at a 3D movie theatre ?