

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

Term-End Examination

June, 2024

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

Time : 2 Hours

Maximum Marks : 50

Note : Answer all the questions.

1. (a) Fill in the blanks : 1×5=5

(i) is the difference between customer expectations and perceptions.

(ii) SSTs stands for

(iii) Intangibility and variability are the characteristics of

P. T. O.

- (iv) is defined as the caring individualized attention that the firm provides to its customers.
- (v) Service marketing is the same as
- (b) State whether the following questions are true *or* false : 1×5=5
- (i) Service encounters are among the key drivers of service quality.
- (ii) Defensive marketing can be used to reduce customer defection.
- (iii) When the customer defines value as low price, the service provider should use prestige pricing.
- (iv) Cost based pricing is the heterogeneity of services, which limits comparability.
- (v) Service quality can help companies attract more and better customers to the business through offensive marketing.

2. Explain any *five* of the following questions in about **100** words each : $2 \times 5 = 10$

- (a) What is downward communication ?
- (b) Explain profitability.
- (c) What is tangibility spectrum ?
- (d) Explain the term 'Service'.
- (e) Explain experience qualities of service.
- (f) What is referral value ?
- (g) List out the purchase intensions.
- (h) Gig Economy.

3. Answer any *four* of the following questions in about **250** words each : $5 \times 4 = 20$

- (a) List out the changes in the service industry due to technology.
- (b) What is service stink ? Explain with an example.
- (c) Explain the role played by the service intermediaries in GaP3.

- (d) Describe the benefits of word-of-mouth communication.
- (e) Explain positive behavioural intention with an example.
- (f) How can customers be considered as one of the important variables in Provider GaP3 ?

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

10×1=10

- (a) Explain the elements of Service Marketing Mix in detail.
- (b) Discuss in detail the SERVQUAL Model with an example.