

S.No. 1512

08UBXE01/  
08UBAE03

(For the candidates admitted from 2008 – 2009 onwards)

B.B.A./B.B.A (CA) DEGREE EXAMINATION,  
APRIL/MAY 2018.

Fifth Semester

SERVICES MARKETING

Time : Three hours

Maximum : 75 marks

PART A — (10 × 2 = 20 marks)

Answer ALL questions.

1. What are Services?
2. Name two types of services.
3. Who are customer and consumer?
4. "Perception" – write a brief note.
5. Define – "Product Positioning".
6. Present two merits of Market Segmentation?
7. Name four marketing mix.
8. What is promotion.

9. GATS – Expand the term.

10. Write a brief note on international marketing.

PART B — (5 × 5 = 25 marks)

Answer ALL questions, choose (a) or (b).

11. (a) Brief out the nature of services.

Or

(b) “Services Marketing Triangle” – Examine.

12. (a) “Expected Service Quality” – Present in brief.

Or

(b) “GAP model” – Examine the term.

13. (a) Explain briefly the “Service Positioning Strategy”.

Or

(b) What are the qualities of good market segment?

14. (a) Describe the Promotion Mix for services.

Or

(b) What are the limitations of advertising?

15. (a) Explain the service mix of Insurance.

Or

(b) What are the 7 P’s of Hotel Service?

PART C — (3 × 10 = 30 marks)

Answer any THREE questions.

16. Explain the Environmental Trends of Service Markets.

17. Examine in detail the models of Service Consumer Behaviour.

18. What are the bases and merits of Market Segmentation?

19. Describe the strategies for matching supply of and demand for services.

20. Illustrate in detail the 7 P’s of Tourism Services.