

S.No. 895

12UBAE03

(For the candidates admitted from 2012 – 2013 onwards)

B.B.A. DEGREE EXAMINATION, NOVEMBER 2017.

Fifth Semester

SERVICE MARKETING

Time : Three hours

Maximum : 75 marks

PART A — (10 × 2 = 20 marks)

Answer ALL questions.

1. Define Service.
2. Write any two types of service marketing.
3. Define service marketing.
4. Write any two models of Service consumer behaviour.
5. What is Market Segmentation?
6. Write any two level of Positioning.
7. Define Marketing mix.
8. What is Price?

9. What do you mean by tourism services?
10. What do you mean by hospital services?

PART B — (5 × 5 = 25 marks)

Answer ALL questions.

11. (a) Describe the importance of service.
(b) Explain the triangle of service marketing.
12. (a) Write a short note on elements in Macro environment in services marketing.

Or

- (b) Write a short note on customer perception.
13. (a) Explain the process of positioning.
(b) What are the benefits of Market Segmentation?
14. (a) Describe the various factors affecting Target Marketing.

Or

- (b) What are the various service mix decisions?

15. (a) Explain in detail about the marketing mix of financial services.

Or

- (b) Who are the users of tourism services? Briefly explain.

PART C — (3 × 10 = 30 marks)

Answer any THREE questions.

16. Explain in detail about the various types of service marketing.
17. Explain the various environmental factors affect the services marketing.
18. Explain in detail about the various bases of market segmentation.
19. How do you plan for services offer? Explain it in detail.
20. Explain the importance of tourism services in India.