UNIVERSITY OF NORTH BENGAL

BBA Honours 5th Semester Examination, 2023

DSE1/2-BBA

Time Allotted: 2 Hours   Full Marks: 60

The figures in the margin indicate full marks.
Candidates should answer in their own words and adhere to the word limit as practicable.

PAPER-5MA
MARKETING OF SERVICES

GROUP-A

Answer any *two* questions from the following   12×2 = 24

1. How do you price services? What are the various methods used in it?   4+8

2. Discuss the need for measuring service quality. Explain GAP model of service   6+6
    quality.

3. "Service marketing is an important component of any country's economy".   12
    Comment on this statement with respect to Indian Economy.

4. Explain four key characteristics of tourism service industry with suitable example. 12

GROUP-B

5. Answer any *four* questions from the following: 6×4 = 24

   (a) 'Physical evidence plays a definite role in influencing perception'. Discuss and 6
       state the elements of physical evidence.

   (b) Explain dimensions of SERVQUAL in marketing of services.   2+4

   (c) Write a note on recent service trends in banking sector.   6

   (d) State the guidelines for developing service communication.   6

   (e) What are the different customer complaints? How can they be tackled?   3+3

   (f) State the implication of service marketing triangle. Evaluate the role of service in 3+3
       modern economy.

GROUP-C

6. Answer any *four* questions from the following: 3×4 = 12

   (a) Explain Service Mix.

   (b) What is service guarantee?

   (c) Distinguish between products and services.

   (d) What do you understand by customer expectations of services?

   (e) Discuss the concept of heterogeneity in delivering services.

   (f) What is service encounter?

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