

Mid-West University  
**Examinations Management Office**  
Surkhet, Nepal  
Final Examination-2078  
Bachelor of Business Studies (BBS)  
Semester - VII

Subject: Service Marketing

Course Code: MKT 475

Full Marks: 60 Pass Marks: 30

Time: 3: 00 Hours

*You are required to answer in your own words as far as applicable. Figures in the margins indicate full marks.*

**SECTION A: VERY SHORT ANSWER QUESTIONS (10 X 1 = 10 MARKS)**

Answer **ALL** the questions.

1. What do you mean by service?
2. What is customer behavior?
3. Define service expectation.
4. Give the meaning of market segmentation.
5. What is customer value?
6. Define the service quality gap.
7. What do you mean by relationship marketing?
8. What is pricing?
9. Write about the three features of service.
10. What is positioning?

**SECTION B: SHORT ANSWER QUESTIONS (3 X 8 = 24 MARKS)**

Answer any **THREE** questions.

11. What is service perception? Explain the service outcomes satisfaction. [2+6]
12. Highlight the different stages of market segmentation. [8]
13. Explain the different processes of consumer purchase decision. [8]
14. Describe the different strategies of service positioning in service marketing. [8]
15. Is traditional marketing differing from relationship marketing? Explain. [4+4]

**SECTION C: LONG ANSWER QUESTIONS (2 X 13 = 26 MARKS)**

Answer any **TWO** questions.

16. Define service marketing. Describe the 8ps of service marketing. [4+9]
17. What is SMC? Illustrate the main reasons for service communication problems. [4+9]
18. Define the term consumer behavior. Describe the factors influencing consumer behavior. [5+8]

**THE END**