

Mid-West University
Examinations Management Office
Surkhet, Nepal
Chance Examination-2080
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. Define service in service marketing.
2. List out any four characteristics of service.
3. What is consumer behavior?
4. Define quality gap.
5. What is service?
6. Give the meaning of segmentation.
7. What is SMC?
8. What do you know about pricing?
9. What is customer value?
10. Give the meaning of relationship marketing.

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

Answer any **THREE** questions.

11. Explain the importance of service marketing. [8]
12. What is service expectation? Describe the types of service expectations. [2+6]
13. What are the basic criteria for market segmentation? Explain with an example. [8]
14. What is value? Explain the different strategies of pricing. [2+6]
15. Distinguish between traditional Vs relationship marketing. [4+4]

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

Answer any **TWO** questions.

16. What is service marketing? Explain the major Ps of it. [4+9]
17. Who is consumer in service marketing? Explain the consumer purchase decision process. [4+9]
18. What is service marketing communication? Describe the main reasons for service communication problems. [4+9]

THE END