

MID-WESTERN UNIVERSITY
FACULTY OF MANAGEMENT
FINAL EXAMINATION: 2073
BACHELOR OF BUSINESS STUDIES (BBS)
SEMESTER - VII

Subject: Service Marketing
Full Marks: 100

Course Code: MKT 475
Time: 3 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 2 = 20 MARKS)

Answer **ALL** questions.

- Q1. What is service marketing?
- Q2. Define consumer behavior.
- Q3. What do you mean by perception?
- Q4. What is differentiated marketing?
- Q5. Define service segmentation.
- Q6. What is customer value?
- Q7. What is new service product?
- Q8. Write the concept of service marketing communication.
- Q9. What is pricing?
- Q10. What do you understand by relationship marketing?

SECTION B: SHORT ANSWER QUESTIONS (6 X 8 = 48 MARKS)

Answer any **SIX** questions.

- Q11. Write the concept of service. Explain the reasons for growth of service. (2+6)
- Q12. Who is consumer? Describe the process of consumer purchase decision. (2+6)
- Q13. What is customer expectation? Explain its types. (2+6)
- Q14. What is service positioning? Explain the strategies of service positioning. (2+6)
- Q15. Highlight the hierarchy flower of service. (8)
- Q16. Describe the traditional vs. relationship marketing. (8)
- Q17. Illustrate the different approaches of pricing service. (8)
- Q18. What are the barriers of service communication? Explain. (8)

SECTION C: LONG ANSWER QUESTIONS (2 X 16 = 32 MARKS)

Answer any **TWO** questions.

- Q19. Define the term new service. State and explain the different steps for development of new services. (4+12)
- Q20. What is customer value? Explain the different approaches of relationship marketing. (4+12)
- Q21. Define service life cycle? Explain the qualities of a good service brand. (4+12)

