

Mid-West University  
**Examinations Management Office**  
Surkhet, Nepal  
End-Semester Examinations-2082  
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 know about service?
2. List out the four features of service.
3. What is consumer behavior?
4. Define expectation.
5. Write the concept of market segmentation.
6. What is outcome satisfaction?
7. What is service positioning?
8. Give the concept of SMC.
9. What do you know about consumer value?
10. Define customer relation.

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

*Answer any THREE questions.*

- |   |       |
|---|-------|
| 11. Describe the importance of service marketing.                                 | [8]   |
| 12. What is service expectation? Explain its types.                               | [2+6] |
| 13. Differentiate between differentiated and undifferentiated marketing.          | [4+4] |
| 14. What is pricing? Explain pricing strategies in service marketing              | [2+6] |
| 15. Define relationship marketing. Highlight the goals of relationship marketing. | [2+6] |

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

*Answer any TWO questions.*

- |  |        |
|--|--------|
| 16. Define service marketing. Explain the Ps of service marketing.                             | [3+10] |
| 17. What is service quality gap? Explain the major factors influencing consumer behavior.      | [3+10] |
| 18. Define traditional marketing. Describe the different approaches to relationship marketing. | [3+10] |

**THE END**