

Mid-West University
Examinations Management Office
Surkhet, Nepal
End-Semester Examination-2081
Bachelor of Business Studies (BBS)
Semester - VII

Subject: Service Marketing
Full Marks: 60 Pass Marks: 30

Course Code: MKT 475
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. List out the characteristics of service.
2. What are the extra ordinary Ps of service marketing?
3. Who is called consumer?
4. What is expectation in service?
5. Write the meaning of service perception
6. What do you know about outcomes?
7. Define market segmentation.
8. Write the concept of service positioning.
9. What is pricing?
10. What is customer relation?

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

Answer any **THREE** questions.

11. Explain the special Ps for service marketing. [8]
12. What is consumer behavior? Describe the different types of customer service expectation. [2+6]
13. Describe the major stages of market segmentation. [8]
14. What is price? Illustrate the pricing strategies in service marketing. [2+6]
15. Explain the different goals of relationship marketing. [8]

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

Answer any **TWO** questions.

16. What is service marketing? Explain the importance of service marketing. [3+10]
17. Define service quality gap. Describe the consumer purchase decision process. [3+10]
18. What is SMC? Explain the major problems for service communication in the context of Nepal. [3+10]

THE END