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**B.B.A. (Fifth Semester) EXAMINATION, 2017**

**MARKETING SERVICES**

**(Specialisation-II Service Sector Management)**

**(2013 PATTERN)**

**Time : Three Hours**

**Maximum Marks : 80**

**N.B. :—** (i) *All* questions are compulsory.

(ii) Figures to the right indicate full marks.

1. What is Service Marketing ? Describe the classification of services with suitable examples. [15]

*Or*

Explain the various strategies for improving service quality. [15]

2. What is TQM ? Explain customer satisfaction measurement techniques. [15]

*Or*

What is Marketing Mix ? Explain extended P's of service marketing mix. [15]

3. What are the various problems faced by marketers of services ? What strategies do you suggest to overcome these problems ? [15]

*Or*

Explain various approaches to service competition. [15]

P.T.O.

4. Explain in detail the main elements of promotional mix in the context of service marketing. [15]

*Or*

Comment on the technological development in marketing of financial products in India. [15]

5. Write short notes on (any *four*) : [20]

- (a) Benchmarking
- (b) Physical evidence
- (b) Tourism service
- (d) Education services
- (e) Consultancy services
- (f) Gaps in quality.