17371

BRAINWARE UNIVERSITY

Term End Examination 2025-2026
Programme – BBA(DM)-Hons-2023
Course Name – Marketing of Services
Course Code - BBD50204
(Semester V)

Full Marks : 60 **Time : 2:30 Hours**

[The figure in the margin indicates full marks. Candidates are required to give their answers in their own words as far as practicable.]

Group-A
(Multiple Choice Type Question) 1 x 15=15

1. *Choose the correct alternative from the following :*

(i) Examine the following:- Services are typically produced and consumed simultaneously. This is an example of the _____characteristic of services.

a) Intangibility b) Inseparability
c) Variability d) Perishability

(ii) Select the correct one from the following:- In addition to the traditional four Ps, the services marketing mix includes people, physical evidence, and _____:

a) Inseparability b) Planning
c) Production d) Process

(iii) Recognize the following:- of the four unique service characteristics that distinguish goods from services, the one that is the primary source of the other three characteristics is:

a) Intangibility b) Inseparability
c) Perishability d) Heterogeneity

(iv) Select the type of service that is provided by an airline.

a) Hospitality service b) Un-professional service
c) Self-service d) Personal service

(v) Identify the element that is NOT a part of the service marketing mix.

a) Price b) Product
c) Promotion d) Packaging

(vi) Interpret the following:- intangibility, perishability, inseparability& variability are the characteristics of

a) Items b) Service
c) Goods d) None of the above

(vii) Identify which of the following is the basic property of a service which makes it different from a product.

a) Shape b) Size

c) Very expensive
d) Intangibility

(viii) Select which of the following dimension is NOT part of the SERVQUAL model.

a) Tangibles
b) Empathy
c) Responsiveness
d) Profitability

(ix) Describe the concept of service empathy.

a) The ability of a service provider to understand and respond to a customer's emotional state
b) The ability of a service provider to provide fast and efficient service
c) The ability of a service provider to perform a service correctly the first time
d) The ability of a service provider to communicate effectively with a customer

(x) Interpret the dimension of service quality that relates to the extent to which the service is provided accurately and without errors.

a) Reliability
b) Empathy
c) Assurance
d) Responsiveness

(xi) Interpret the dimension of the service quality that relates to the physical evidence of the service, including the appearance of the service setting, equipment, and communication materials.

a) Tangibles
b) Assurance
c) Responsiveness
d) Empathy

(xii) Indicate the dimension of the service quality that relates to the extent to which the service is personalized and individualized for each customer.

a) Empathy
b) Responsiveness
c) Reliability
d) Assurance

(xiii) Explain the following:- Research has shown that customers are more likely to choose a self-service channel, if they have _____

a) Lower knowledge about a service
b) a preference for convenience
c) purchased the product before
d) a high need for personal interaction

(xiv) Choose the first step in the new service development process:

a) Service prototyping
b) Idea generation
c) Market testing
d) Commercialization

(xv) Illustrate which of the following is a tool commonly used for visualizing and improving service processes.

a) SWOT analysis
b) Gantt chart
c) Service blueprinting
d) Balanced scorecard

Group-B

(Short Answer Type Questions) 3 x 5=15

2. Define the term "service." (3)
3. Define the service marketing mix (7 Ps). (3)
4. Describe the five key dimensions of service quality in the SERVQUAL model. (3)
5. Explain how internal marketing enhances service performance. (3)
6. Assess the importance of service quality in the healthcare industry. (3)

OR

Assess the challenges of delivering consistent service in public utilities. (3)

Group-C

(Long Answer Type Questions) 5 x 6=30

7. Describe the challenges businesses face in marketing services compared to physical goods. (5)
8. Distinguish between customer satisfaction and customer loyalty in service marketing. (5)
9. Analyze the impact of service failure on customer perception. (5)
10. Evaluate the evolving patterns of online consumer behavior in the service industry. (5)

11. Recommend five strategies to increase customer adoption of self-service technologies. (5)
12. A customer books a hotel room online but on arrival finds no reservation. Analyze the recovery action that the hotel should take. (5)

OR

A customer quietly stops using a beauty salon's services after a disappointing experience but never expresses dissatisfaction to the staff. Analyze the type of complainer and recommend how the business should proactively respond. (5)

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