



BRAINWARE UNIVERSITY

Term End Examination 2025-2026

Programme – BBA-Hons-2023

Course Name – Marketing of Services

Course Code - BBA60205C

(Semester VI)

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)

$$1 \times 15 = 15$$

1. Choose the correct alternative from the following :
- (i) A _____ is a form of product that consists of activities, benefits, or satisfactions offered for sale that are essentially intangible and do not result in the ownership of anything.
- a) Service
b) Demand
c) Need
d) Physical object
- (ii) Identify which of the following is not an example of service.
- a) Insurance
b) Mail delivery
c) Medical checkup
d) None of these
- (iii) Identify which of the following is not included in seven Ps of the marketing mix given by Booms and Bitner
- a) Process
b) People
c) Politics
d) Physical evidence
- (iv) Define services.
- a) Tangible products sold to consumers
b) Intangible products sold to consumers
c) Physical items produced by a company
d) None of the above
- (v) Identify the type of service that involves the consumer's active participation in the production process.
- a) Self-service
b) Professional service
c) Customer contact service
d) Personal service
- (vi) Identify the following:- Example of pure tangible goods include all of the following EXCEPT:
- a) Soap
b) Banking services
c) Toothpaste
d) Salt
- (vii) Identify from the following list the five principal dimensions used to judge service quality.
- a) Reliability, responsiveness, assurance, empathy, tangibles
b) Reliability, response, assurance, empathy, tangibles

- c) Reliability, responsiveness, assurance, empathy, targets d) Reliability, responsiveness aspects, empathy, tangibles
- (viii) Infer the following:- Primary reference groups include _____.
- a) College students b) Office colleagues
- c) Family and close friends d) Sports groups
- (ix) Examine the following:- Customer satisfaction can be defined by comparing _____.
- a) Predicted service and perceived service b) Predicted service and desired service
- c) Expected service and perceived service d) Adequate service and perceived service
- (x) Describe the concept of service responsiveness.
- a) The willingness of a service provider to help customers in a timely manner b) The ability of a service provider to perform a service correctly the first time
- c) The ability of a service provider to communicate effectively with a customer d) None of these
- (xi) Examine which of the following is not a benefit of customer satisfaction.
- a) The firm is more insulated from price competition b) The firm provides a positive work environment for its employees
- c) Positive word-of-mouth is generated from satisfied customers d) Satisfied customers make purchases more frequently
- (xii) Examine the following:- The extent to which customers recognize and are willing to accept variations in service performance is called the:
- a) provider gap b) zone of tolerance
- c) customer gap d) service paradigm
- (xiii) Interpret the gap in the GAP Model of Service Quality that occurs when there is a difference between service delivery and what is communicated to customers.
- a) Gap 2 b) Gap 3
- c) Gap 4 d) Gap 5
- (xiv) Illustrate the dimension of service quality that has been met/exceeded in this case:- A customer experiences exceptional service from a hotel staff member who surpasses expectations by arranging a gluten-free meal at 3 AM in the morning. The customer leaves a positive review on the hotel's website, recommending it to others.
- a) Reliability b) Assurance
- c) Empathy d) Responsiveness
- (xv) Interpret which of the following technology-based challenge often affects online service delivery:
- a) Over-dependence on human labor b) Obsolescence of transport systems
- c) Network downtime and system failures d) Lack of inventory space

Group-B

(Short Answer Type Questions)

3 x 5=15

2. Describe the concept of service market targeting. (3)
3. An online retailer fails to deliver products within promised timelines in Tier two cities due to weak logistics support. Examine which P of the 7Ps marketing mix is impacted in this case. (3)
4. Explain how services are bundled with conventional products. (3)
5. Define services marketing in the context of customer value creation. (3)
6. Evaluate the role of internal marketing in improving service delivery in retail services. (3)

OR

Explain the challenges in distribution of services with reference to a healthcare clinic. (3)

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Group-C

(Long Answer Type Questions)

5 x 6=30

7. An online education platform assumes that learners prefer self-paced courses. Over time, the platform experiences high dropout rates, with learners expressing dissatisfaction due to limited instructor interaction and support. Explain the gap occurred in this scenario and the ways to reduce it. (5)
8. Explain five possible reasons for the occurrence of Gap 1 in hospital services. (5)
9. Evaluate the causes of service failure in courier services. (5)
10. Examine the importance of services marketing in the Indian economic scenario. (5)
11. Explain the relationship between service quality and customer satisfaction. (5)
12. An Indian BPO firm serving international clients faces high employee attrition, night-shift fatigue, declining service quality, and customer dissatisfaction. Evaluate service delivery challenges in the BPO sector. (5)

OR

An Indian e-learning platform records high student enrolment but low course completion rates. Learners complain about lack of interaction, poor engagement, and limited support. Evaluate service effectiveness challenges faced by e-learning platforms in India. (5)

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