BRAINWARE UNIVERSITY

Term End Examination 2018 - 19

Programme – Bachelor of Business Administration

Course Name – Services Marketing

Course Code – BBA604M

(Semester – 6)

Time allotted: 3 Hours   **Full Marks : 70**

[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)   10 x 1 = 10

1. *Choose the correct alternative from the following*

(i)   Which of the following is not an example of an experience quality?
   a. Reliability   b. Colour
   c. Taste   d. Satisfaction

(ii) The marketing that goes between an insurance agent and a current customer who is buying car insurance is an example of _____ marketing.
   a. Formal   b. External
   c. Interactive   d. Controlled

(iii) All of the following are examples of services EXCEPT:
   a. Banking   b. Hotel
   c. Tax preparation   d. Computer hardware

(iv) Products high in _____ qualities are the easiest to evaluate.
   a. Source   b. Search
   c. Experience   d. Credence

(v)   Service consumers tend to be more brand loyal than goods consumers because

   a. More choices are available   b. Brand loyalty lowers the amount of perceived risk
   c. Each service provider provides many brands   d. Location of the provider is the major driver in the consumer selection process

(vi)   The zone of tolerance is defined by the difference between

      a. Expected service and desired service
      b. Predicted service and desired service

      c. Desired service and adequate service
      d. Predicted service and perceived service

(vii) During a service recovery effort, the employee promptly refunded the customers money, but threw the money at the customer. As a result, the recovery effort violated the customers _____ justice need.

      a. Interactional
      b. Ethical

      c. Social
      d. Procedural

(viii) Which of the following is not a step in the construction process of a service blueprint?

      a. Obtaining scripts from both customers and employees
      b. Segmenting customers based on the content of the script.

      c. Identify steps in the process where the system can go awry.
      d. Calculating the time frame for service execution

(ix)   Which of the following would not be considered a tangible clue?

      a. The appearance of employees
      b. The appearance of employees

      c. The appearance of the firm's physical facilities
      d. The appearance of the firm's physical facilities

(x)   Among many services, the demand for medical services tends to be _____.

      a. Inelastic
      b. Elastic

      c. Substitute demand
      d. Price cross elastic demand

Group – B

(Short Answer Type Questions)   3 x 5 = 15

Answer any *three* from the following

2. Why word of mouth communication is important in services?   5

3. What are moments of truth? Elaborate with suitable example.   5

4. What is the difference between a service product and a physical product?   5

5. Discuss the concept of zone of tolerance.   5

6. Why is standardization important in service?   5

Group – C

(Long Answer Type Questions)   3 x 15 = 45

Answer any *three* from the following

7.	Describe the concept of service gap model.	15
8.	Describe the five dimensions of service quality model.	15
9.	Design a service blue print strategy for a restaurant catering to upscale customers in Kolkata.	15
10. (a)	What are the benefits of service guarantees?	5
(b)	Can service products be guaranteed? Explain with two relevant examples.	2+4+4
11.	Explain the concept of 'Service Recovery Paradox' with the help of a suitable example.	15