

A  
(21222)  
BBA - V Sem.

(Printed Pages 3)

Roll No. ....

**18103**

**B.B.A. Examination, Dec.-2022**

**Service Marketing**

**(M-2)**

**BBA-506**

*Time : Three Hours ]*

*[Maximum Marks : 75*

**Note :** Attempt **all** the Sections as per  
Instructions.

**Section-A**

**Note :** Attempt **all** questions.  $5 \times 3 = 15$

1. Marketing ethics.
2. Service cost.
3. Target marketing.
4. Service Advertising.
5. Utility services.

**P.T.O.**

**Section-B**

**Note :** Attempt any **two** questions.  $7\frac{1}{2} \times 2 = 15$

6. Explain the E-marketing operations growth recent times.
7. Write briefly on customer responses in services marketing.
8. Explain the various marketing strategies of service organisation.

**Section-C**

**Note :** Attempt any **three** questions.

$15 \times 3 = 45$

9. Explain the detail about customer expectation over services.
10. "Value addition is a strategy in services marketing". Elaborate the give statement.

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11. Write different positioning strategies of services.
12. Do you think segmentation of service equality important? Discuss.
13. Write an essay on innovation in services marketing.