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(21223) Roll No.
B.B.A. - V Sem.

18103
B.B.A. Examination, Dec.-2023
Service Marketing
(BBA-506)
(M-2)
(New Course)

Time : Three Hours] [Maximum Marks : 75

Note : Attempt questions from **all** the sections as per instructions.

Section - A

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

1. 41's of Service Marketing.
2. Utility Service
3. Internal Customers
4. Target Marketing
5. E-Marketing

Section - B

Note : Attempt any **two** questions.

$2 \times 7.5 = 15$

6. Define Service Marketing? Explain its importance in present days.
7. Explain the various marketing strategies of Service Organisation.
8. Write the different positioning strategies of Services.

Section - C

Note : Attempt any **three** questions.

$3 \times 15 = 45$

9. Write a detailed note on service and tangible products.
10. Do you think segmentation of services equality important? Discuss.

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11. "Value addition is a strategy in service marketing". Elaborate the given statement.
12. Explain the detail about customer expectation over services.
13. Write an essay on Innovation in services Marketing.