

# Question Paper Code : 1753

B.B.A. (Semester-VI) Examination, 2018

## MARKETING OF SERVICES

[ BBA-605 ]

Time : Three Hours]

[Maximum Marks : 70

**Note :** Answer **five** questions in **all**. **Question No. 1** is **compulsory**. Besides this, select **one** question from each unit.

1. Write short notes on the following : [3x10 = 30]
- (a) Define and explain services marketing.
  - (b) List and explain differences between goods and services.
  - (c) What do you understand by 'Goods-Service continuum' ?
  - (d) What are the basis for marketing segmentation ?
  - (e) Explain the three economic sectors.

- (f) Explain the 'Services Marketing Triangle'.
- (g) Explain 'Service Encounter' in consumer behaviour.
- (h) What is Relationship marketing ?
- (i) What is the classification of services on the basis of involvement of customers ?
- (j) List characteristics of services with examples from hospitality industry.

#### UNIT-I

- 2. List and explain in detail the characteristics of services industry. [10]
- 3. What are the marketing mixes of services ? Explain with reference to banking sector. [10]

#### UNIT-II

- 4. Explain the three-step theory of consumer behaviour.[10]
- 5. (a) Explain what is STP ? [5]
- (b) What are the requirements for effective segmentation ? List and explain. [5]

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#### UNIT-III

- 6. (a) What is the commercial role of a bank ? [5]
- (b) What are the criteria for market segmentation, by Banks in India ? [5]
- 7. (a) What services come under the Insurance sector ? [5]
- (b) What are the benefits of Insurance services ?[5]

#### UNIT-IV

- 8. (a) What is CRM and what are the strategies for building it ? [5]
- (b) Differentiate between "transactional marketing" and "relationship marketing". [5]
- 9. (a) What is the role of promotion in marketing strategy ? [5]
- (b) List and explain the different kinds of promotion mix. [5]

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