

**6/H-65 (xvii)(c) (Syllabus-2015)**

**2 0 2 3**

**( May/June )**

**BUSINESS ADMINISTRATION**

**( Honours )**

**( Services Marketing )**

**[ BBAH-602(c)(MM) ]**

*Marks : 75*

*Time : 3 hours*

*The figures in the margin indicate full marks  
for the questions*

**PART—A**

**( Marks : 15 )**

**UNIT—I**

**1. What is service marketing? 3**

*Or*

**What are the functions of intermediaries in  
service firms?**

( 2 )

UNIT—II

2. Quality of service cannot be standardized. Briefly explain. 3

Or

Briefly discuss the importance of service staff.

UNIT—III

3. How do strong firms focus on service advantage? 3

Or

What is segmentation in services?

UNIT—IV

4. Why do customers complain? 3

Or

What is a service guarantee?

UNIT—V

5. What are the different users of transport service? 3

Or

What are the different types of hotels?

( 3 )

PART—B

( Marks : 50 )

UNIT—I

6. Explain competitive-based and valued-based pricing. 5+5=10

Or

Discuss the different elements of communication mix in service marketing. 10

UNIT—II

7. (a) Discuss the purpose of service environment. 4

(b) Highlight the need for planning the service environment. 6

Or

Explain the issues related to service process redesign. 10

UNIT—III

8. Explain the different stages in a service encounter. 10

Or

Explain the strategies a firm may use to manage its demand in relation to its capacity.

( 4 )

UNIT—IV

9. Explain the gap model in service design and delivery. 10

Or

What are the challenges to implementing CRM for service firms?

UNIT—V

10. What are the different elements of service marketing mix? Explain any two submixes for tourism marketing. 3+7=10

Or

What do you mean by hotel marketing? Throw light on the behavioural profile of hotel users. 3+7=10

PART—C

( Marks : 10 )

SMT is a heritage hotel housed in a building with a colonial era vibe. It is located at the heart of the city. The place is unique and it is easy to drift off to any period in the last 200 years that marks the heritage of the hotel.

( 5 )

In recent years the hotel had gone through a lot of changes. Renovations were carried out to try to modernize the facilities provided to the guests.

This did not stop the negative reviews the hotel was receiving and this affected their sales to a great extent.

What in your opinion are the important characteristics of hotel services marketing? What should they focus on so that it would increase the appeal for the potential consumers? 5+5=10

\*\*\*