

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

2 0 2 2

(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. Explain value addition with reference to supplementary services.**

3

Or

What is Customer Relationship Management (CRM)?

(2)

UNIT—II

2. How does service redesigning help service organizations? 3

Or

What is the purpose of service environments?

UNIT—III

3. How are consumer expectations formed before purchase of services? 3

Or

What are the benefits of service blue-printing?

UNIT—IV

4. What is customer advantage in service guarantees? 3

Or

Briefly explain the importance of customer feedback towards improving service recovery.

UNIT—V

5. How can tourism services be segmented? 3

Or

Describe the behavioural profile of users of road transport.

(3)

PART—B

(Marks : 50)

UNIT—I

6. Discuss the marketing challenges posed by services. 10

Or

Discuss cost based pricing of services with a relevant example.

UNIT—II

7. What is customer misbehaviour? How can such misbehaviour be managed? 3+7=10

Or

Explain the importance and role of service staff in a service organization. 10

UNIT—III

8. What are the perceived risks by consumers at the prepurchase stage? How can service firms address these perceived risks? 4+6=10

Or

Explain the measures that a service firm can adopt to manage its capacity in the face of fluctuating demand. 10

(4)

UNIT—IV

9. How can technologies be used towards managing service relationships? 10

Or

What is service productivity? Discuss the various ways by which a service firm can improve service productivity. 3+7=10

UNIT—V

10. Explain segmentation of customer preferences in transport services. 10

Or

Briefly discuss the marketing mix for hotels.

PART—C

(Marks : 10)

11. XYZ is a newly opened restaurant situated at a tourist spot located at the heart of the city. The restaurant generated a huge interest from the customers after its inauguration. Over time it witnessed a decline in the number of customers frequenting the place.

What are the characteristics of the service that would bring back customers to the restaurant?

10

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