BIRLA INSTITUTE OF TECHNOLOGY, MESRA, RANCHI
(END SEMESTER EXAMINATION)

CLASS: BBA   SEMESTER : V
BRANCH: BBA   SESSION : MO/2023

SUBJECT: MT317 SERVICES MARKETING

TIME: 3 HOURS   FULL MARKS: 50

INSTRUCTIONS:
1. The question paper contains 5 questions each of 10 marks and total 50 marks.
2. Attempt all questions.
3. The missing data, if any, may be assumed suitably.
4. Before attempting the question paper, be sure that you have got the correct question paper.
5. Tables/Data hand book/Graph paper etc. to be supplied to the candidates in the examination hall.

			CO	BL
Q.1(a)	Define services Marketing and explain with reasons why marketing of services is more challenging.	[5]	1	2
Q.1(b)	What are the ways in which the challenges arising out of the intangibility characteristic of services are addressed in the Retail Banking Sector?	[5]	1	3
Q.2(a)	What do you understand by Internal Marketing? How is it related to External and Interactive marketing?	[5]	2	2
Q.2(b)	Develop an outline Research Plan to measure customer satisfaction of a Tour & Travel Management company.	[5]	4	3
Q.3(a)	Describe the 'process' and 'people' marketing mix elements of services. Explain these with reference to airline companies.	[5]	3	2
Q.3(b)	What are the most common positioning strategies that find use in services?	[5]	3	2
Q.4(a)	Explain the five dimensions of service quality that form the basis of the SERVQUAL scale.	[5]	4	1&2
Q.4(b)	What is the concept of gap in service quality? Explain any one GAP model and list the factors that have caused the gap.	[5]	4	2
Q.5(a)	With reference to any healthcare service provider, explain the major market segments that it caters to. Which other segments do you suggest for the firm and why.	[5]	5	3
Q.5(b)	Explain how the service marketing Mix elements are used by firms in the hotel industry.	[5]	5	3

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