

**BIRLA INSTITUTE OF TECHNOLOGY, MESRA, RANCHI**  
**(MID SEMESTER EXAMINATION MO/2023)**

**CLASS: BBA**  
**BRANCH: MANAGEMENT**

**SEMESTER : V**  
**SESSION : MO/2023**

**SUBJECT: MT317 SERVICES MARKETING**

**TIME: 02 Hours**

**FULL MARKS: 25**

**INSTRUCTIONS:**

1. The question paper contains 5 questions each of 5 marks and total 25 marks.
  2. Attempt all questions.
  3. The missing data, if any, may be assumed suitably.
  4. Tables/Data handbook/Graph paper etc., if applicable, will be supplied to the candidates
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		CO	BL
Q.1(a)	List the factors that have led to the growth of services Marketing	[2] 1	2
Q.1(b)	Why are services classified? Present a broad classification of services.	[3] 1	2
Q.2 (a)	Explain the Perishability and heterogeneity characteristic of services.	[2] 1	1
Q.2 (b)	Describe the Marketing challenges arising out of the above two characteristics of services. Suggest ways in which the challenges could be minimized.	[3] 1	3
Q.3 (a)	Define and differentiate between Internal and External customer.	[2] 2	1
Q.3 (b)	Describe the importance and role of Internal Marketing in services.	[3] 2	2
Q.4(a)	What do you understand by service standards.	[2] 2	2
Q.4(b)	Develop a research plan to identify service standards for an aviation company that plans to enter the country targeting the premium consumers (domestic).	[3] 2	4
Q.5(a)	Why is the conventional 4P framework not enough for Marketing of Services.	[2] 3	2
Q.5(b)	Briefly explain the different elements of the Extended Marketing Mix in services (7P's)	[3] 3	1

:::21/09/2023 M:::