

**BIRLA INSTITUTE OF TECHNOLOGY, MESRA, RANCHI  
(MID SEMESTER EXAMINATION MO/2024)**

**CLASS: BBA  
BRANCH: BBA**

**SEMESTER : V  
SESSION : MO/2024**

**SUBJECT: MT317 SERVICES MARKETING**

**TIME: 02 Hrs.**

**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)	Define the term services Marketing with suitable examples.	[2]	1 2
Q.1(b)	How the Marketing of services differs from the marketing of goods ? Explain	[3]	1 4
Q.2(a)	“ Services are perishable and intangible” Justify this Statement.	[2]	1 5
Q.2(b)	What are the various ways through which services can be classified ? Explain	[3]	1 3
Q.3(a)	What do you mean by service encounter ?	[2]	2 2
Q.3(b)	How internal marketing differs from external marketing ? Explain	[3]	2 5
Q.4(a)	What do you understand by service standards ?	[2]	2 2
Q.4(b)	How do you maintain and improve service quality in a dynamic service oriented business,	[3]	2 4
Q.5(a)	Explain the various elements of services Marketing mix.	[2]	3 2
Q.5(b)	What are the biggest challenges of services Marketing ? Explain.	[3]	3 4

**.....23/09/2024.....M**