

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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|--------|---|-----|-----|
| 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 |

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