

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

CLASS: BBA
BRANCH: BBA

SEMESTER : V
SESSION : MO/2024

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.
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Q.1(a)	Differentiate between services marketing and goods Marketing with examples.	[5]	1 2
Q.1(b)	Explain the various types of services offered by service marketers.	[5]	1 4
Q.2(a)	Differentiate between Internal customers and external customers with examples.	[5]	2 1
Q.2(b)	Why it is important to maintain efficient service standard ? Explain	[5]	2 5
Q.3(a)	Explain the 7 P's of services marketing mix ?	[5]	3 4
Q.3(b)	"Proper positioning of services provides competitive advantage in business" Discuss.	[5]	3 5
Q.4(a)	If you are a marketing manager of a super speciality hospital, What measures you will take to improve the service quality. Explain	[5]	4 6
Q.4(b)	"The service quality gaps must be bridged properly" Comment on this statement.	[5]	4 3
Q.5(a)	Why proper Market segmentation is important in Services marketing ? Explain.	[5]	5 3
Q.5(b)	What do you understand by inseparability and heterogeneity of services ? Explain.	[5]	5 4

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