

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

**CLASS: BBA
BRANCH: MANAGEMENT**

**SEMESTER : V/ADD
SESSION : MO/2025**

SUBJECT: MN420 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)	Explain how and why marketing of services is more challenging than goods.	[5] 1	2
Q.1(b)	Drawing reference to the tour and travel sector, list and describe the strategies that are put to use by the marketers to address the challenges arising out of the Perishability characteristic of services.	[5] 1	3
Q.2(a)	Describe the concepts of Internal, External and Interactive Marketing. How are they interrelated.	[5] 2	2
Q.2(b)	Explain the major challenges of Internal marketing.	[5] 2	3
Q.3(a)	What are hard and soft service standards. Describe at least two hard and soft standards for a premium hotel.	[5] 4	3
Q.3(b)	Briefly describe the extended marketing mix elements in services.	[5] 3	1
Q.4(a)	Describe the different dimensions of service quality. How are the dimensions related to the SERVQUAL scale.	[5] 4	3
Q.4(b)	Describe the underlying concept of the GAPS model of service quality and referring to any one GAP model describe the factors that cause the gap and ways in which the GAP may be reduced.	[5] 4	3
Q.5(a)	Pick up any service firm of your choice and describe the positioning strategy adopted by the firm. Critically evaluate the effectiveness of the strategy adopted. Suggest improvements to the adopted positioning approach with suitable justification.	[5] 3	4
Q.5(b)	Describe the relevant segmentation variables in the travel and tourism sector. Pickup any one segment and describe how the marketing mix elements get applied.	[5] 5	4

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