

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

CLASS: BBA
BRANCH: Management

SEMESTER : V/ADD
SESSION : MO/2025

SUBJECT: MN420 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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Q.1(a)	List the factors that have led to the growing importance of services Marketing.	[2]	1 2
Q.1(b)	What are the challenges arising out of the intangibility characteristic of services. Referring to the retail banking sector describe the measures that are taken to address these challenges.	[3]	1 4
Q.2(a)	Why is classification of services carried out.	[2]	1 2
Q.2(b)	What are the challenges arising out of the heterogeneity characteristic of services in the health care sector. Describe the measures that are taken to address these challenges.	[3]	1 4
Q.3(a)	What is the importance of internal marketing in services.	[2]	2 1
Q.3(b)	Describe the major objectives and challenges of internal marketing	[3]	2 2
Q.4	Briefly explain the different steps of a marketing research study to be conducted to measure consumer perception towards online teaching.	5	4 4
Q.5(a)	Briefly describe the different extended marketing mix elements	[2]	3 1
Q.5(b)	What are service standards. Differentiate between company driven and customer driven service standards. Why is a balance required to be maintained between the two.	[3]	4 2

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