

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

CLASS: BBA
BRANCH: MANAGEMENT

SEMESTER : VI
SESSION : SP/2024

SUBJECT: MT317 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)	Discuss the concept of Services Marketing.	[2]	1	2
Q.1(b)	What is service intangibility and what barriers does it create for Marketers of Services.	[3]	1	1
Q.2(a)	Explain the classification of services.	[2]	1	2
Q.2(b)	Discuss the concept of Service Variability and Perishability. How does a marketer tackle the issue of Service Variability?	[3]	1	2
Q.3(a)	Explain the concept of Internal Marketing.	[2]	2	1
Q.3(b)	Discuss in detail the ways in which Internal marketing boosts employee engagement.	[3]	2	2
Q.4(a)	What do you mean by Service standards. Give examples of any 2 service standards.	[2]	2	2
Q.4(b)	Explain the concept of Hard and Soft service standards with suitable examples of both.	[3]	2	2
Q.5(a)	Discuss the significance of People and Process in the Expanded marketing mix of services.	[2]	3	2
Q.5(b)	Why is Physical evidence a critical part of the expanded marketing mix of services. Support your answer with suitable examples.	[3]	3	3

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