

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

**CLASS: BBA
BRANCH: MANAGEMENT**

**SEMESTER : VI
SESSION : SP/2025**

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)	Discuss the characteristics of services.	[5] 1	2
Q.1(b)	Explain the differences between services and goods.	[5] 1	2
Q.2(a)	Who are internal customers? Discuss the key characteristics of internal customers.	[5] 2	2
Q.2(b)	Explain what internal marketing means and why it is important in an organization.	[5] 2	2
Q.3(a)	What is a marketing mix? Explain its importance and challenges in service marketing.	[5] 3	2
Q.3(b)	Do you think OLA cabs' positioning strategy is effective in standing out from its competitors? Explain your reasons and suggest how it can be improved.	[5] 3	5
Q.4(a)	Explain the common methods of measuring service quality.	[5] 4	2
Q.4(b)	Compare the five gaps of the Service Quality Gap Model.	[5] 4	4
Q.5(a)	Discuss the characteristics of healthcare services.	[5] 5	2
Q.5(b)	Plan a marketing mix for a luxury 5-star hotel located in Goa targeting domestic tourists.	[5] 5	6

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