

**BIRLA INSTITUTE OF TECHNOLOGY, MESRA, RANCHI  
(MID SEMESTER EXAMINATION SP/2025)**

**CLASS: BBA  
BRANCH: BBA**

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

**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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		CO	BL
Q.1(a)	Define Service Marketing.	[2]	1 1
Q.1(b)	How do intangibility and perishability differentiate services from goods?	[3]	1 3
Q.2(a)	Compare the tangible actions (People Processing and Possession Processing) and intangible actions (Mental Stimulus Processing and Information Processing) of Lovelock's service classification.	[5]	1 4
Q.3(a)	Describe the objectives of internal marketing.	[5]	2 2
Q.4(a)	What do you understand by the term "Service standards"?	[2]	2 2
Q.4(b)	Explain the steps of implementing effective service standards.	[3]	2 2
Q.5(a)	Examine a successful service-based company and analyze how it integrates the 7Ps into its marketing strategy	[5]	3 4

:27/02/2025:E