

Enrolment No./Seat No.:

GUJARAT TECHNOLOGICAL UNIVERSITY
BBA - SEMESTER - VI EXAMINATION - SUMMER 2025

Subject Code: 1560107

Date: 16-05-2025

Subject Name: Services Marketing

Time: 10:30 AM TO 01:00 PM

Total Marks: 70

Instructions

1. Attempt all questions.
2. Make suitable assumptions wherever necessary.
3. Figures to the right indicate full marks.
4. USE of SIMPLE calculators AND non-programmable scientific calculators are permitted.

	Marks
Q.1 Attempt ANY 7	14
(a) Servicescape	
(b) Heterogeneity	
(c) Supplementary Services	
(d) Rate Fences	
(e) Endorsed Brands	
(f) Moments of Truth	
(g) Quality Assurance	
(h) Service Delivery System	
Q.2 Multiple Choice Questions (All Compulsory)	14
(1) Which risk is most associated with services compared to goods? A. Functional risk B. Financial risk C. Social risk D. Psychological risk	
(2) Which of the following is a part of "Process" in the 7Ps? A. Marketing research B. Complaint handling C. Production cost D. Product design	
(3) The SERVQUAL model measures: A. Service process B. Customer satisfaction C. Service quality gaps D. Service productivity	

- (4) Service recovery refers to:
A. Cost reduction B. Employee training
C. Resolving service failure D. Promoting new services
- (5) The blueprinting of service delivery focuses on:
A. Organizational structure B. Financial strategy
C. Service process visualization D. Technological innovation
- (6) What role does 'Physical Evidence' play in service marketing?
A. Determines pricing strategies B. Reduces perceived risk by providing tangible cues
C. Replaces advertising efforts D. Eliminates the need for branding
- (7) In the service–profit chain model, which of the following directly influences customer satisfaction?
A. Employee loyalty B. Service pricing strategy
C. Advertising campaigns D. Competitor analysis
- (8) Which of the following is an example of 'Possession Processing' services?
A. Haircut B. Car Repair
C. Hotel Stay D. Online Banking
- (9) Which strategy deals with managing customer demand?
A. Yield management B. Supply chain optimization
C. Employee engagement D. Promotional pricing
- (10) A chatbot is an example of:
A. Tangible service B. Human resource tool
C. AI-based service tool D. Corporate policy
- (11) Which of the following strategies would best reduce Gap 3 in the SERVQUAL model?
A. Train employees and provide clear performance standards
B. Improve service communications and advertising
C. Conduct better market research D. Offer discounts for dissatisfied customers
- (12) The 'Zone of Tolerance' in services marketing refers to:
A. The physical area in which services are delivered B. The time between service request and delivery
C. The range of service performance a customer considers acceptable D. The length of the customer relationship
- (13) An example of a non-physical rate fence is:
A. Economy vs. business class seating B. Early bird pricing
C. Private dining rooms D. Room with air conditioning

- (14) A House of Brands strategy allows:
- A. Brand consistency across services
 - B. Shared brand equity among all services
 - C. Independent positioning of each brand
 - D. Single marketing campaign for all brands

Q.3 (a) Describe the 7Ps of Services Marketing Mix. **07**

- (b) Services can be categorized based on the nature of the service act and the direct recipient of the service. Explain the different types of services within this framework, highlighting their unique characteristics and how they impact customer involvement. Support your answer with relevant examples. **07**

OR

- (a) Describe the 'Flower of Service' model. How do facilitating and enhancing supplementary services impact customer experience? Give examples. **07**

- (b) Service branding is different from product branding due to the intangible nature of services. Discuss the Brand Spectrum with suitable examples. **07**

Q.4 (a) Explain the Pricing Tripod in Services Marketing. How do costs, competition, and customer value influence pricing decisions in service industries? **07**

- (b) Describe the Flow Model of Service Distribution. How does it help service firms in managing delivery through multiple channels? **07**

OR

- (a) Differentiate between Revenue Management and Yield Management. Discuss their relevance in the service industry with suitable examples. **07**

- (b) Explain the role of intermediaries in service distribution. Discuss the major types of service intermediaries with suitable examples. **07**

Q.5 (a) Discuss the ethical concerns in service pricing. What measures can service providers take to ensure fair pricing while maintaining profitability? **07**

- (b) Compare soft and hard measures of service quality with examples. **07**

OR

- (a) Explain the concept of the 5Ws of Service Marketing. How do these elements help in designing an effective service marketing strategy? **07**

(b) Explain the SERVQUAL Model of service quality. Discuss its five dimensions and how it helps in identifying service gaps and improving customer satisfaction.

07
