

Roll No. ....

Total No. of Pages : 1

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**BBA (Sem-6)**  
**SERVICES MARKETING**  
**Subject Code : BB-603**  
**Paper ID : [C0231]**

Time : 3 Hrs.

Max. Marks : 60

**INSTRUCTION TO CANDIDATES :**

1. SECTION-A is COMPULSORY.
2. Attempt any FOUR questions from SECTION-B.

**SECTION-A** (10 × 2 = 20 Marks)

1. (a) What is a service?  
(b) How is a service different from a product?  
(c) What do we mean by productivity of a service?  
(d) List any two gaps in services.  
(e) What is the importance of intermediaries in services?  
(f) Describe customer participation in effective delivery of services.  
(g) What is a service channel?  
(h) What is targeting?  
(i) Describe market communication in services.  
(j) What do we mean by service marketing triangle?

**SECTION-B** (4 × 10 = 40 Marks)

2. Describe the growth and role of services.
3. How do we close the service gaps? Explain at each stage.
4. How do we measure demand and capacity in service delivery?
5. What is the importance of employees in services?
6. Describe Segmentation, targeting and positioning strategies in detail.
7. Describe the consumer decision making process in detail.