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[A-1 & A-2]

SARDAR PATEL UNIVERSITY

B.B.A. (HON) HM EXAMINATION

SEMESTER-VII

WEDNESDAY, 30th NOVEMBER, 2016

10:00 AM TO 12:00 PM

UM07CBBH02/T02

SERVICES MARKETING

TOTAL MARKS: 60

- Note:** 1. Figures to the right indicate marks of the questions.
2. Answers should be precise and to the point.

- Q.1. (A) What do you mean by the term Service, Service Marketing? Differentiate between services and goods. [08]
(B) What are the distinctive challenges in Service Marketing? [07]
- OR
- Q.1. (A) Services dominate the modern economy. Explain. [08]
(B) Why is Service Sector growing? [07]
- Q.2. Explain the characteristics of Service. [15]
- OR
- Q.2. (A) How one can manage the 'Service Differentiation' & 'Service Quality'? [08]
(B) What do you mean by tangibilizing the product? [07]
- Q.3. State the role of People in Service Industry. [15]
- OR
- Q.3. (A) Explain the different types of Service Personnel. [08]
(B) What do you mean by the term 'People as Representative of the Firm'? [07]
- Q.4. "Customers have various risks during purchases product or service." Discuss. [15]
- OR
- Q.4. (A) "Customer as a decision maker". Explain the statement. [08]
(B) Why is it important to know the customer? [07]
