D   (Printed Pages 3)

(21223)   Roll No.

B.B.A. - V Sem.

18103
B.B.A. Examination, Dec.-2023
Service Marketing
(BBA-506)
(M-2)
(New Course)

Time : Three Hours]   *[Maximum Marks : 75*

Note : Attempt questions from **all** the sections as per instructions.

Section - A

Note : Attempt **all** questions. $3 \times 5 = 15$

1. 41's of Service Marketing.

2. Utility Service

3. Internal Customers

4. Target Marketing

5. E-Marketing

Section - B

Note : Attempt any **two** questions.

$2 \times 7.5 = 15$

6. Define Service Marketing? Explain its importance in persent days.

7. Explain the various marketing strategies of Service Organisation.

8. Write the different positioning strategies of Services.

Section - C

Note : Attempt any **three** questions.

$3 \times 15 = 45$

9. Write a detailed note on service and tangible products.

10. Do you think segmentation of services equality important? Discuss.

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11. "Value addition is a strategy in service marketing". Elaborate the given statement.

12. Explain the detail about customer expection over services.

13. Write an essay on Innovation in services Marketing.