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SEAT No. \_\_\_\_\_  
[1, 4 & A-4]

NO. OF PAGES : 01

SARDAR PATEL UNIVERSITY

FO.Y.B.B.A (HON-HM) SEM-VII EXAMINATION (HM/TTM)

THURSDAY, 23rd NOVEMBER, 2017

10:00 AM TO 12:00 PM

SERVICES MARKETING

UM07CBBH02/T02

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 Define the term service and differentiate between service and goods. What are the characteristics of service? [15]
- OR
- Q.1 (A) What marketing challenges does a service marketer face in service marketing? [08]  
(B) Services dominate the modern economy. Explain with examples. [07]
- Q.2 Discuss various management strategies for service business. [15]
- OR
- Q.2 (A) Write notes on: Moment of truth and Interpersonal angle. [08]  
(B) Why service sector is growing in India? [07]
- Q.3 Explain: People as Part of Service, People as Representatives of the Firm and People as Marketers. [15]
- OR
- Q.3 Write notes on the following:  
(A) Customer as a decision-maker. [07]  
(B) High-Contact and Low-Contact Services. [08]  
Front Line and Back-room Employees.
- Q.4 Explain any three of the following: [15]  
The Right Person for the Right Job, Skill Set, Employee Training, Sell Jobs Within, Service Scripts and Internal Marketing.
- OR
- Q.4 (A) What types of risks involved in customer purchases? [08]  
(B) Explain decision making perspective. [07]

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