

2025

BUSINESS ADMINISTRATION — HONOURS

Paper : BBAA-603-DSE-2C

(Marketing of Services)

Full Marks : 80

The figures in the margin indicate full marks.

*Candidates are required to give their answers in their own words
as far as practicable.*

Group - A

1. Answer *any five* questions : 2×5
- (a) Differentiate between goods and services.
 - (b) What is service marketing triangle?
 - (c) What is service landscape?
 - (d) What is service blueprinting?
 - (e) What do you understand by service profit chain?
 - (f) What do you mean by SERVUCTION system with regard to customer experience in a high contact service?
 - (g) Explain the concept of direct and indirect network effects considering digital services and platform business models.
 - (h) What do you mean by service tiering in context of branding service levels?

Group - B

2. Answer *any five* questions : 4×5
- (a) Explain the concept of heterogeneity in service and its implication.
 - (b) What is service failure? How can it be recovered?
 - (c) Describe the role of technology in service delivery.
 - (d) Discuss the concept of 'Pricing tripod'.
 - (e) Provide the challenges of service marketers.
 - (f) Explain the role of frontline employee in service industry.
 - (g) Highlight the benefits of building customer relationship in service.
 - (h) What is service delivery gap and how it can be minimized?

Please Turn Over

(1278)

Group - C

3. Answer *any five* questions :

10×5

- (a) What are the key factors that led to the emergence and growth of service marketing?
 - (b) Discuss the SERVQUAL model and its application in measuring service quality.
 - (c) Explain the role of people, process and physical evidence in service marketing.
 - (d) Discuss the factors influencing buying behaviours of consumers for service with suitable example.
 - (e) How does the intangible nature of service impact marketing strategies? Explain with a suitable example.
 - (f) Develop a positioning strategy for a new service business in the financial sector.
 - (g) Explain the importance of building strong relationship in service marketing highlighting the benefits for both customers and service providers.
 - (h) What is service marketing and how does it differ from product marketing?
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