

**P. P. SAVANI UNIVERSITY**

Fifth semester of B.B.A Examination

November -2021

SMBA3300- Marketing for Service Enterprise

27.11.2021, Saturday

Time: 09:00 a.m. to 11:30 a.m.

Maximum Marks: 60

**Instructions:**

1. The question paper comprises of two sections.
2. Section I and II must be attempted in same answer sheets.
3. Make suitable assumptions and draw neat figures wherever required.
4. Use of scientific calculator is allowed.

**SECTION - I**

- Q - 1 Explain unique characteristics of Services Enterprise. [05]
- Q - 2 (a) Difference between manufacturing and service industry. [05]
- Q - 2 (b) Defining and Measuring Service Productivity [05]
- OR**
- Q - 2 (a) How leadership and culture of service sector is different than manufacturing? [05]
- Q - 2 (b) Explain pricing strategy for Service Enterprise. [05]
- Q - 3 Explain importance of Employee's role in service delivery. [10]

**OR**

- Q - 3 Discuss various service marketing mix for service enterprise. [10]
- Q - 4 Short Note: Gaps model of service quality [05]

**SECTION - II**

- Q - 1 Explain role of people in service delivery process. [05]
- Q - 2 (a) How service productivity can be measured and improved? [05]
- Q - 2 (b) Identify various physical evidences in a bank. [05]
- OR**
- Q - 2 (a) Explain how service quality can be improved. [05]
- Q - 2 (b) Clarify in which circumstances service process redesign is recommended and what are the benefits of the same. [05]
- Q - 3 Discuss the Gaps involved in the service delivery according to GAP model. [10]
- OR**
- Q - 3 Describe service blueprint. Also draw service blueprint of overnight stay at hotel. [10]
- Q - 4 What is service quality? Why it is difficult to manage quality in services as compared to products? [05]

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