

P P SAVANI UNIVERSITY

Fifth Semester of BBA Examination

November 2022

SMBB3300 Marketing for Service Enterprise

25.11.2022, Friday

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 sheet.
3. Make suitable assumptions and draw neat figures wherever required.

SECTION - I

Q - 1	Answer in short (Any Five)	[05]	CO	BTL
(i)	Define Service.		1	1
(ii)	Explain possession processing.		1	2
(iii)	Education and Psychotherapy are examples of _____ processing.		2	3
(iv)	Which terminology for pricing is used in Insurance services?		2	3
(v)	Franchising		1	2
(vi)	Offset pricing		1	2
(vii)	Self-service technologies in services		1	2
Q - 2 (a)	Explain people processing and information processing categories of services.	[05]	2	2
Q - 2 (b)	Differentiate physical goods and services.	[05]	1	4

OR

Q - 2 (a)	Explain the distinct characteristics of services.	[05]	1	5
Q - 2 (b)	What are the factors responsible for the growth of service sector?	[05]	2	4
Q - 3 (a)	Categorize services within the non ownership framework.	[05]	1	2
Q - 3 (b)	Explain the concept of flower of services.	[05]	1	5

OR

Q - 3 (a)	Explain core products and supplementary services.	[05]	1	5
Q - 3 (b)	Why personal selling has vital role in services?	[05]	2	3
Q - 4	Attempt any one.	[05]		
(i)	Explain diversionary pricing.		1	2
(ii)	Explain challenges confronted by service enterprise.		2	4

SECTION - II

Q - 1	Answer in brief (Any 5)	[05]		
(i)	What do you mean by Service quality?		3	1
(ii)	What do you mean by soft service quality measures?		3	2
(iii)	What do you mean by Mystery Shopping?		4	1
(iv)	Pareto Analysis is named after the Italian economist. True or false.		1	1
(v)	What do you mean by efficiency?		1	1
(vi)	Give 2 examples for physical evidence.		2	3
(vii)	Which P is known as the Architecture of Services?		1	1
Q - 2 (a)	Write a short note on the Gaps Model.	[05]	3	2
Q - 2 (b)	Write a short note on Culture.	[05]	2	4

OR

Q - 2 (a)	How can service marketers close the knowledge gap and policy gap?	[05]	4	4
Q - 2 (b)	Short note on the nine step approach that can be used to improve the productivity.	[05]	3	5
Q - 3 (a)	What are the qualities of effective leaders in Service Organizations?	[05]	3	4
Q - 3 (b)	What do you mean by Service Process Redesign and what are the objectives of Service Process Redesign?	[05]	3	2
OR				
Q - 3 (a)	If you are working as a waiter or waitress in any 5 star hotel, what things you will keep in mind in delivering the service?	[05]	3	3
Q - 3 (b)	Write a short note on Service Environment.	[05]	2	2
Q - 4	Attempt any one.	[05]		
(i)	Draw Fishbone diagram for flight departure delays.		4	6
(ii)	Design a Blueprint for any service industry of your choice.		4	6

CO : Course Outcome Number

BTL : Blooms Taxonomy Level

Level of Bloom's Revised Taxonomy in Assessment

1: Remember	2: Understand	3: Apply
4: Analyze	5: Evaluate	6: Create