

**STELLA MARIS COLLEGE (AUTONOMOUS) CHENNAI – 600 086.**  
**(For candidates admitted during the academic year 2019–20 and thereafter)**

**COURSE CODE: 19BA/MC/SM44**

**B.B.A DEGREE EXAMINATION APRIL 2023**  
**BUSINESS ADMINISTRATION**  
**FOURTH SEMESTER**

**COURSE : MAJOR – CORE**  
**PAPER : SERVICE MARKETING**  
**TIME : 3 HOURS**

**MAX. MARKS: 100**

**SECTION – A**

**Answer ALL questions:**

**(10 x 2 = 20)**

1. What is service marketing?
2. Write a short note on service blueprint.
3. What is augmented product?
4. What is meant by skimming pricing?
5. What is demand patterns?
6. Explain market segmentation.
7. What is service quality and customer satisfaction?
8. Specify five key areas for achieving quality.
9. What do you mean by financial services?
10. Mention any few examples of public utility services.

**SECTION – B**

**Answer any FIVE questions:**

**(5 x 8 = 40)**

11. Explain the distinct characteristics of a service.
12. What are the factors to be considered in designing service process?
13. How will physical evidence be helpful in proving service quality?
14. Is advertising a tool of sales promotion?
15. State the strategy which involves changing the capacity gradually to match the demand.
16. Explain the Gronros model of service quality relevant to a restaurant
17. Identify the service characteristics that affect the marketing of a hospitality and travel product.

**SECTION – C**

**Answer any TWO questions:**

**(2 x 20 = 40)**

18. Discuss the different ways in which the classification of services is done.
19. What are the traditional marketing mix as applied in product marketing?
20. Distinguish between external and internal orientation of service strategy.
21. Explain the factors that influence the successful advertising in financial services.

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