

**STELLA MARIS COLLEGE (AUTONOMOUS) CHENNAI – 600 086.**  
**(For candidates admitted during the academic year 2019–2020 and thereafter)**

**B.B.A. DEGREE EXAMINATION - APRIL 2024**  
**BUSINESS ADMINISTRATION**  
**FOURTH SEMESTER**

**COURSE : MAJOR – CORE**  
**PAPER : SERVICE MARKETING**  
**SUBJECT CODE : 19BA/MC/SM44**  
**TIME : 3 HOURS**

**MAX. MARKS: 100**

**SECTION – A**

**Answer ALL questions:**

**(10 x 2 = 20)**

1. Write a note on industrial products.
2. Explain HR service design.
3. What is extended marketing mix?
4. State the push and pull strategy.
5. List down the example of demand fluctuation.
6. Write a short note on productive capacity.
7. Why do we measure customer satisfaction?
8. What is Gronroos service quality model?
9. Explain the term edu marketing.
10. Write a note on service marketing in public utility services.

**SECTION – B**

**Answer any FIVE questions:**

**(5 x 8 = 40)**

11. Describe the importance of quality in Service.
12. What are the factors to be considered in designing services process?
13. Explain the transformation of marketing mix from 4p to 4C.
14. Discuss the various reasons for the growth and development of services marketing.
15. Explain the key characteristics of service marketing.
16. Why is the quality of service crucial for customer satisfaction?
17. What are the latest trends in the hospitality industry?

**SECTION – C**

**Answer any TWO questions:**

**(2 x 20 = 40)**

18. What is service marketing? Explain the key features and types of services.
19. What are the fundamental components encapsulated in the 12Ps of service marketing mix?
20. What are the crucial internal and external factors currently influencing and shaping the contemporary business environment?
21. What are the key opportunities and challenges faced in different service sectors and how to effectively overcome these obstacles?

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