

**STELLA MARIS COLLEGE (AUTONOMOUS) CHENNAI – 86**  
**(For candidates admitted from the academic year 2023 – 2024 and thereafter)**

**B.B.A DEGREE EXAMINATION, APRIL 2026**  
**BUSINESS ADMINISTRATION**  
**FOURTH SEMESTER**

**COURSE : MAJOR CORE**  
**PAPER : SERVICE MARKETING**  
**SUBJECT CODE : 23BA/MC/SM44**  
**TIME : 3 HOURS**

**MAX. MARKS: 100**

| <b>SECTION A</b> |   |                    |           |           |
|------------------|---|--------------------|-----------|-----------|
| <b>Q. No</b>     | <b>Answer all Questions.</b>  | <b>(5 x 2=10)</b>  | <b>CO</b> | <b>KL</b> |
| 1.               | Define Service Marketing.   |                    | CO1       | K1        |
| 2.               | What are the marketing mix elements of service?   |                    | CO1       | K1        |
| 3.               | What do you mean by relationship marketing?   |                    | CO1       | K1        |
| 4.               | Outline the two components of quality of service.   |                    | CO1       | K1        |
| 5.               | Recall the marketing strategy employed for educational services.  |                    | CO1       | K1        |
| <b>SECTION B</b> |   |                    |           |           |
| <b>Q. No</b>     | <b>Answer any FOUR Questions.</b>   | <b>(4 x 5=20)</b>  | <b>CO</b> | <b>KL</b> |
| 6.               | Explain the major characteristics of Services.  |                    | CO2       | K2        |
| 7.               | Discuss on the technological revolution in services with examples.  |                    | CO2       | K2        |
| 8.               | Explain segmentation of service market.   |                    | CO2       | K2        |
| 9.               | Summarize the causes of service quality gaps.   |                    | CO2       | K2        |
| 10.              | Interpret on the demand and supply analysis for tourism industry.   |                    | CO2       | K2        |
| 11.              | Explain the methods to monitor customer satisfaction.   |                    | CO2       | K2        |
| <b>SECTION C</b> |   |                    |           |           |
| <b>Q. No</b>     | <b>Answer all the Questions. (Internal Choice) .</b>  | <b>(4 x 10=40)</b> | <b>CO</b> | <b>KL</b> |
| 12.              | a. Apply the components of service blueprint for any service of your choice.<br><br><b>(OR)</b><br>b. Explain the dimensions of Internal Marketing of services.                           |                    | CO3       | K3        |
| 13.              | a. Elaborate the pricing strategies used in service marketing.<br><b>(OR)</b><br>b. Examine the different channels of distribution pertaining to travel and tourism industry.             |                    | CO3       | K3        |
| 14.              | a. Illustrate with suitable examples pertaining to People, Process and Physical evidence adopted for hotel industry.<br><b>(OR)</b><br>b. Explain briefly strategies for managing demand. |                    | CO4       | K4        |
| 15.              | a. Elucidate the process of marketing in banking.<br><b>(OR)</b><br>b. Categorize the measurement of quality of service delivery.   |                    | CO4       | K4        |
| <b>SECTION D</b> |   |                    |           |           |
| <b>Q. No</b>     | <b>Answer any TWO Questions.</b>  | <b>(2 x 15=30)</b> | <b>CO</b> | <b>KL</b> |
| 16.              | Evaluate the marketing mix pertaining to hospitality industry.  |                    | CO5       | K5        |
| 17.              | Comment in detail on using technology along with human resources in designing a service relevant to professional services.  |                    | CO5       | K5        |
| 18.              | Critically evaluate SERVQUAL, SERVPERF, Gronos Service quality model.   |                    | CO5       | K5        |

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