



K. Sambal

Avinashilingam Institute for Home Science and Higher Education for Women

Deemed to be University Estd. u/s 3 of UGC Act 1956, Category A by MHRD (now MoE)

Re-accredited with A++ Grade by NAAC. CGPA 3.65/4, Category I by UGC

Coimbatore - 641043, Tamil Nadu, India

Bachelor's Degree Examination – November 2025 III Semester

Class: II UG
Major: BBA

Time : 3 Hours
Max. Marks : 100

24BBADE1B Services Marketing

Course Outcomes:

- CO1: Understand the marketing of services, blue printing technologies, build service aspirations
CO2: Students should be proficient in conducting market research, understanding customer needs and analyzing competitive landscapes
CO3: Students should be able to identify, assess and develop strategies to mitigate risks associated with various service.
CO4: Service Gaps, quality standards, delivery gaps, developing appropriate and effective communication about service quality.
CO5: Students will be well-prepared to take on roles in service marketing, equipped with the knowledge and skills needed to navigate the complexities of marketing intangible services in a competitive and dynamic environment

Part A

10 x 1 = 10

Choose the Correct Answer

- Characteristic that distinguishes services from goods _____ CO1K1
a. Tangibility
b. Perish ability
c. Homogeneity
d. Durability
- Choose the Intangible Service from the following. CO1K2
a. Smartphone
b. Haircut
c. Book
d. Car
- Mention the term for the simultaneous production and consumption of a service CO2K2
a. Inseparability
b. Intangibility
c. Perish ability
d. Heterogeneity
- Identify the element of the service marketing concerned with the way in which the service is delivered to the customers? CO2K2
a. Place
b. Price
c. Process
d. Promotion
- SSTS refers to _____ CO3K2
a. Service standards testing
b. Self service Technologies
c. Standard service Technologies
d. Self service Treatments
- Reflects the standard required/expected by customer to satisfy their needs and wants _____ CO3K3
a. Core Value Benefit Level
b. Expected Service Level
c. Augmented Level
d. Potential Level
- Low price is charged first to attract customers by offering lower price on basic services is CO3K3
a. Differential Pricing
b. Discount Pricing
c. Diversionary Pricing
d. Guaranteed Pricing
- _____ means the environment in which the service is provided. CO3K3
a. Place
b. People
c. Process
d. Physical Evidence
- _____ for services is a very complex and several hurdles in determining one best level which a service firm will decide upon. CO4K4
a. Capacity Constraints
b. Capacity Planning
c. Service Supply
d. Demand Pattern
- _____ defined as the monetary considerations asked for or exchanged for a specific unit of goods or services offering some utility. CO4K3
a. People
b. Price
c. Promotion
d. Promotion

Part B
Answer ALL questions
Each answer should not exceed 400 words or two pages

5 x 6 = 30

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|------------------------------------------------------------------------|------|-------|
| 11. a. Write about the growth of service sector. | (or) | CO2K2 |
| 11. b. Explain the characteristics of services. | | CO2K2 |
| 12. a. Describe the characteristics of product decision. | (or) | CO3K2 |
| 12. b. Explain the various strategies relating to services pricing. | | CO3K2 |
| 13. a. Write short note on marketing demand through capacity planning. | (or) | CO3K2 |
| 13. b. Elaborate the market segmentation strategies. | | CO3K2 |
| 14. a. Write short notes on quality gaps with example. | (or) | CO4K2 |
| 14. b. Explain the techniques to resolve the service gaps. | | CO4K2 |
| 15. a. Write short note on marketing of financial services. | (or) | CO4K3 |
| 15. b. Discuss the strategy for managing health services. | | CO4K3 |

Part C
Answer ALL questions
Each answer should not exceed 800 words or four pages

5 x 12 = 60

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| 16. a. Discuss the role of service sector in the Indian economy with examples. | (or) | CO2K2 |
| 16. b. Explain the key classification of service designing with suitable examples. | | CO2K2 |
| 17. a. Elaborate the various distribution methods for services with evidence. | (or) | CO3K2 |
| 17. b. Briefly describe the promotional strategies of various services. | | CO3K2 |
| 18. a. Explain in detail about the internal marketing of services with suitable example. | (or) | CO4K2 |
| 18. b. Compare and contrast external Vs internal orientation of service strategy. | | CO4K2 |
| 19. a. Elaborate the key concepts and strategies for closing the service gap. | (or) | CO4K2 |
| 19. b. Compare and contrast the customer expectation Vs perceived service gaps. | | CO4K2 |
| 20. a. Explain the growth and development of hospitality services in tourism industry. | (or) | CO4K2 |
| 20. b. Explain the role of marketing in Public utility services and Educational services. | | CO4K2 |
