



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 - 641 043, Tamil Nadu, India

Continuous Internal Assessment Test I – August 2025
III Semester

Class: II UG
Major: BBA

Time: 2 Hours
Max.Marks: 60

Discipline Specific Elective Course
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 analysing 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

6 x1 = 6

Choose the Correct answer

1. Identify the characteristic that distinguishes the services from goods. CO1K1
a. Tangibility b. Perish ability c. Homogeneity d. Durability
2. Which of the following is an example of an intangible service? CO1K2
a. Smartphone b. Haircut c. Book d. Car
3. Mention the term for the simultaneous production and consumption of a service. CO2K2
a. Inseparability b. Intangibility c. Perish ability d. Heterogeneity
4. 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
5. Which is denoted as the bundle of satisfaction that a customer buys? CO3K2
a. Place b. Price c. Process d. Promotion
6. Identify the primary goal of capacity planning in relation to marketing. CO3K2
a. To maximize production output, regardless of demand
b. To match production capacity with anticipated demand
c. To minimize the number of employees in the production department
d. To increase the price of products to cover high production costs

Part- B

3 x6 =18

Answer ALL Questions

Each answer should not exceed 400 words or two pages

- 7.a. Explain the characteristic features of services. CO1K2
(or) CO1K2
- 7.b. Describe the need for service blue printing. CO2K2
- 8.a. Explain the strategies of services pricing. CO2K2
(or) CO2K2
- 8.b. Highlight the various types of service personnel. CO3K2
- 9.a. Describe the steps involved in the new product development process. CO3K2
(or) CO3K2
- 9.b. Write short notes on the strategy for managing demand to match capacity. CO3K2

Part- C

3 x12 = 36

Answer ALL questions

Each answer should not exceed 800 words or four pages

- 10.a. Discuss the role of service sector in the Indian economy. CO1K2
(Or)
- 10.b. Explain the key factors which have contributed to the growth in service sector. CO1K2
- 11.a. Describe the role played by physical evidence in a service firm. CO2K2
(Or)
- 11.b. Explain the promotion mix for services in detail. CO3K2
- 12.a. Elaborate the various types of channels used in placing services. CO3K2
(or)
- 12.b. Explain in detail the significance of market segmentation towards the success of service marketing strategy. CO3K2

No of Copies: 25 Staff in charge: Dr. V. Savitha