

B.B.A. Sem. 6

Service Marketing

: નોંધ

28 OCT 2020

Sub. Code. 20941

૧. દરેક પ્રશ્નનો [a] અથવા [a(i)] અને [a(ii)] જ લખવાના રહેશે.

૨. પ્રશ્ન : ૧[a] અથવા ૧[a(i)] અને ૧[a(ii)] તથા ૨[a] અથવા ૨[a(i)] અને ૨[a(ii)] ના 14 માર્ક્સ ના બદલે ૧૮ માર્ક્સ રહેશે.

૩. પ્રશ્ન : ૩[a] અથવા ૩[a(i)] અને ૩[a(ii)] તથા ૪[a] અથવા ૪[a(i)] અને ૪[a(ii)] ના 14 માર્ક્સ ના બદલે ૧૭ માર્ક્સ રહેશે.

૪. દરેક પ્રશ્નનો પ્રશ્ન નં ૧(b), પ્રશ્ન નં ૨(b), પ્રશ્ન નં ૩(b) તથા પ્રશ્ન નં ૪(b) (ટુંકા પ્રશ્નો) વિદ્યાર્થીએ લખવાના નથી.

Q:1(A) What is Service? Differentiate between Product and Services in detail for any six components. (14)

OR

Q:1(A)(i) Short note : Service quality and Productivity (07)

Q:1(A)(ii) Discuss role of services in growth of Indian economy. (07)

Q:1(B) Write any four. (04)

1. Define service marketing
2. Discuss perishability of service character
3. Explain service quality.
4. Discuss service intangibility.
5. State any two essentials for good service marketing
6. State any two examples of service in India.

Q:2(A) Write about service marketing mix with suitable example of your choice. (14)

OR

Q:2(A)(i) Short note: Service Triangle (07)

Q:2(A)(ii) Discuss intermediaries in service. (07)

Q:2(B) Write any four. (04)

1. State any two benefits of effective service delivery.
2. Discuss how we can manage different demand pattern of service.
3. Define service capacity.
4. Explain Channel selection
5. How service can help in managing demand?
6. Discuss any two components of service mix of banking.

Q:3(A) Discuss different decision making roles with example. (14)

OR

Q:3(A)(i) Short note: Buyer behaviour (07)

Q:3(A)(ii) Discuss about consumer evaluation of service. (07)

Q:3(B) Write any three. (03)

1. Define buyer behaviour.
2. How social factors affect buying behavior?
3. State any two sources of information search for buying new car.
4. State any two advantage of knowledge about buyer's behavior
5. Discuss implication of type of product for buying decision time.

Q:4(A) Discuss various service marketing strategies. (14)

OR

Q:4(A)(i) Write in short about service life cycle (07)

Q:4(A)(ii) Discuss about market communication. (07)

Q:4(B) Write any three. (03)

1. What market segmentation?
2. What is price & pricing?
3. Define service positioning.
4. State market targeting.
5. Define service life cycle.