

Total No. of Questions : 3]

SEAT No. :

P2186

[5804] - 605

[Total No. of Pages : 2

T.Y. B.B.A.-(I.B.)

**605A: INTERNATIONAL SERVICES MANAGEMENT - I
(Semester - VI) (2019 Pattern)**

Time : 2½ Hours]

[Max. Marks : 50

Instructions to the candidates:

- 1) *Question No.1 is compulsory.*
- 2) *Figures to the right side indicate full marks.*
- 3) *Use diagrams wherever necessary.*

Q1) A) Objective Type Questions.(Compulsory)

Multiple choice Questions.

[5×1=5]

- i) “Services are economic activities that create value and provide benefits for customers at specific times and places....” This definition of services was given by whom?
 - a) American Marketing Association
 - b) W.J.Regan
 - c) Christopher Lovelock
 - d) R.Judd
- ii) Cars offered by two companies with different accessories, discount and after sales services are examples of which type of service?
 - a) Hybrid
 - b) Pure Tangible Goods
 - c) Tangible Goods with accompanying services
 - d) Services with accompanying Tangible Goods
- iii) Which particular feature of services creates the problem of standardizing the service and hence, the same service cannot be provided again.
 - a) Intangibility
 - b) Variability
 - c) Perishability
 - d) Simultaneity
- iv) Which one of the following is NOT a stage in the purchase process of services by a consumer?
 - a) Pre-Purchase stage
 - b) Information search stage
 - c) Service encounter stage
 - d) Post-Purchase stage

P.T.O.

- v) Which stage of New service Development involves transformation of the concept of new service offering into actual service?
- a) Idea Generation b) Commercialization
c) Service Development d) Concept Development

B) Match the Pairs [5×1=5]

- | Group A | Group B |
|--------------------------------|-------------------------------|
| i) Dr. Christian Gronroos | a) 4Ps Marketing Mix |
| ii) E.J. Mc Carthy | b) Service Triangle Model |
| iii) Booms and Bitner | c) 7P's Marketing Mix |
| iv) Kapferer | d) GAP Model |
| v) Zeithaml, Parsuraman, Berry | e) Brand Identity-Prism Model |

Q2) Long Answer Questions (Solve Any 2 out of 4) [2×10=20]

- a) Explain the various factors affecting Consumer Behaviour in services sector. [10]

OR

Explain the concept of a service Life cycle and its different stages.

- b) What are the different elements of service Blueprinting and how is it beneficial? [10]

OR

Why does a service failure occur? What are the various strategies to recover service failure?

Q3) Write short Notes: (Any 4 out of 6) [4×5=20]

- a) Reasons for growth of service sector
b) Internal Marketing Vs. external Marketing
c) Concept of Branding in Aaker Model
d) AIDA Model of Advertising
e) Service Design
f) Service Mapping

