

Total No. of Questions : 3]

SEAT No. :

P-3044

[Total No. of Pages : 2

[6035]-605

T.Y. B.B.A. (IB)

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

*Time : 2½ Hours]*

*[Max. Marks : 50*

*Instructions to the candidates:*

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

**Q1) A) Choose the correct option. (any five)**

**[5 × 1 = 5]**

- i) According to the AMA, Services are defined as being - A) activities, benefits or satisfactions which are offered for sale and B) \_\_\_\_\_?
  - a) Are provided in connection with the sale of goods
  - b) An offer that is essentially intangible
  - c) Does not result in ownership of anything
  - d) May not be tied to a physical product
- ii) What is the difference in quality of service depending on the deliverer of service called?
  - a) Simultaneity
  - b) Intangibility
  - c) Perishability
  - d) Heterogeneity
- iii) One of the three additional P's for services marketing is \_\_\_\_\_?
  - a) Place
  - b) People
  - c) Purpose
  - d) Performance
- iv) Cars offered by two companies with different accessories, discount and after sales services are an example of which type of services?
  - a) Hybrid
  - b) Pure Tangible Goods
  - c) Tangible goods with accompanying services
  - d) Services with accompanying tangible goods

**P.T.O.**

- v) Measuring the performance of a business against that of the strongest competitor is called as \_\_\_\_\_?
- a) Standardization                      b) Benchmarking  
c) MBO                                      d) None of these
- vi) The two-way process that focusses on interaction and collaboration based on consumer behaviour and preferences is known as \_\_\_\_\_ marketing?
- a) Internal marketing                      b) External marketing  
c) Employee marketing                      d) Interactive marketing

**B) Match the pairs. [5 × 1 = 5]**

- i) Dr. Christian Gronroos                      a) 4 Ps Marketing Mix  
ii) F. J. McCarthy                              b) Service Triangle Model  
iii) Booms and Bitner                          c) 7 Ps Marketing Mix  
iv) Kapferer                                      d) The GAP Model  
v) Zeithaml, Parsuraman, Berry              e) Brand Identity Prism Model

**Q2) Write Any 1 out of 2 Long answer questions. [1 × 10 = 10]**

- a) Describe the different stages involved in the process of New Service Development.
- b) Explain the concept of a Service life cycle and its different stages.

**Q3) Write Any 1 out of 2 Long answer questions. [1 × 10 = 10]**

- a) What are the various product strategies available to a Service firm? What are the implications of each?
- b) Why does service failure occur? What are the various strategies to recover service failure?

**Q4) Write Any '4' Short Notes. [4 × 5 = 20]**

- a) Reasons for growth of Service Sector in India  
b) Service Marketing Triangle  
c) Dimensions of Service Quality  
d) Aaker Model  
e) GAP Model  
f) Service Blueprinting

