

Total No. of Questions : 3]

SEAT No. :

**P6050**

[Total No. of Pages : 2

[6145]-605

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

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

*Time : 2½ Hours]*

*[Max. Marks : 50*

*Instructions to the candidates:*

- 1) *All questions are compulsory.*
- 2) *Figures to the right indicate full marks.*

**Q1) Compulsory Question: (Objective Type Questions). [10×1=10]**

- a) What is the prime reason for difficulties in service marketing?
  - i) Perishability
  - ii) Availability
  - iii) Separability
  - iv) Intangibility
- b) Among the following, which is not a tangible dominant?
  - i) Furniture
  - ii) Cars
  - iii) Cosmetics
  - iv) Investment Management
- c) Which among the following is not an element of marketing stimulus?
  - i) Product
  - ii) Price
  - iii) Politics
  - iv) Place
- d) The difference between customer expectations and perceptions is known as \_\_\_\_\_.
  - i) Service Delight
  - ii) Service Satisfaction
  - iii) Service Gap
  - iv) Supplier Gap
- e) The personal factors that influence consumer behaviour include?
  - i) Occupation
  - ii) Motivation
  - iii) Income & Lifestyle
  - iv) Both (i) and (iii)
- f) \_\_\_\_\_ is not an element of physical evidence.
  - i) Employee dress
  - ii) Employee Training
  - iii) Equipment
  - iv) Facility design

**P.T.O.**

- g) \_\_\_\_\_ is not an element of People.
- i) Motivation
  - ii) Teamwork
  - iii) Flow of activities
  - iv) Customer training
- h) Which of the following is difficult to evaluate?
- i) Jewellery
  - ii) Auto repair
  - iii) Furniture
  - iv) Clothing
- i) \_\_\_\_\_ can be characterized as pure service.
- i) Teaching
  - ii) Healthcare
  - iii) Consultancy
  - iv) All of the above
- j) Intangibility, Perishability, Inseparability & Variability are the characteristics of \_\_\_\_\_
- i) Products
  - ii) Services
  - iii) Goods
  - iv) Both (i) & (ii)

**Q2) Long answer questions (Any two). [20]**

- a) Define Service marketing. Discuss the classification of Services.
- b) State and explain the components of Internal marketing and External marketing.
- c) Explain the 7 P's of marketing mix in detail.
- d) Elaborate the various steps involved in the consumer decision making process.

**Q3) Write short notes on (any four). [20]**

- a) Role of a Service Employee
- b) Functions of Packaging
- c) Service Life Cycle (SLC)
- d) AIDA model of Advertising
- e) Service Quality
- f) Characteristics of Services

