

Total No. of Questions : 3]

SEAT No. :

PD1481

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[Total No. of Pages : 2

T.Y.B.B.A. (International Business)

A 605 : INTERNATIONAL SERVICE MANAGEMENT-I

(2019 Pattern) (Semester-VI)

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]

A) Choose the correct option. [5]

- a) According to the AMA, Services are defined as being - A) activities, benefits or satisfactions which are offered for sale and B) _____?
 - i) Are provided in connection with the sale of goods
 - ii) An offer that is essentially intangible
 - iii) Does not result in ownership of anything
 - iv) May not be tied to a physical product
- 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

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- 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

B) Match the pairs. [5]

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

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

