



# PRESIDENCY UNIVERSITY

BENGALURU

Roll No.														
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## End - Term Examinations – MAY/JUNE 2025

Date: 06-06-2025

Time: 01:00 pm – 04:00 pm

<b>School:</b> SOM UG	<b>Program:</b> BBA AVIATION	
<b>Course Code:</b> BMK3001	<b>Course Name:</b> SERVICE MARKETING	
<b>Semester:</b> IV	<b>Max Marks:</b> 100	<b>Weightage:</b> 50%

CO - Levels	CO1	CO2	CO3	CO4
<b>Marks</b>	<b>28</b>	<b>28</b>	<b>33</b>	<b>26</b>

### Instructions:

- (i) Read all questions carefully and answer accordingly.
- (ii) Do not write anything on the question paper other than roll number.

### Part A

Answer ALL the Questions. Each question carries 2 marks.

10Q x 2M=20M

1.	Define "Service Marketing."	2 Marks	L2	CO1
2.	List two characteristics of services.	2 Marks	L2	CO1
3.	Name two classifications of services.	2 Marks	L2	CO1
4.	Illustrate with an example how a customer's past experience influences their expectations of a hotel stay.	2 Marks	L3	CO2
5.	Demonstrate how a service provider can use effective communication to manage customer expectations.	2 Marks	L3	CO2
6.	Apply the concept of the Zone of Tolerance to explain why some customers are more forgiving of service failures than others.	2 Marks	L3	CO2
7.	Assess whether "on-time performance" is always the most critical service standard in a transportation service.	2 Marks	L5	CO3
8.	Define SERVQUAL model.	2 Marks	L2	CO3
9.	Identify two potential sources of conflict for a service employee in a customer-facing role.	2 Marks	L4	CO4
10.	Differentiate between "boundary spanning roles" and other employee roles in a service organization.	2 Marks	L4	CO4

## Part B

**Answer ALL the Questions. Each question carries 7 Marks.**

**Total Marks 35M**

11.	a.	How can a bank apply the characteristics of services to improve its customer experience?	07 Marks	L2	C01
<b>Or</b>					
12.	a.	Classify the services offered by an international airport and explain how each classification helps in managing operations effectively.	07 Marks	L2	C01
13.	a.	Apply the factors influencing customer expectations to analyze how an airline can better meet passenger needs.	07 Marks	L3	C02
<b>Or</b>					
14.	a.	Demonstrate how a bank can use strategies to positively influence customer perception of its online banking services.	07 Marks	L3	C02
15.	a.	How can the SERVQUAL model be applied to evaluate service quality at an international airport or airline? Discuss how it helps in identifying service gaps and improving passenger experience, along with its strengths and limitations.	07 Marks	L5	C03
<b>Or</b>					
16.	a.	Assess the applicability of the GAPS model in analyzing service delivery failures in an online retail business.	07 Marks	L5	C03
17.	a.	Analyze the importance of service employees in creating a positive customer experience.	07 Marks	L4	C04
<b>Or</b>					
18.	a.	Examine the challenges and rewards associated with boundary spanning roles.	07 Marks	L4	C04
19.	a.	Investigate the effects of emotional labor on employee well-being and service quality.	07 Marks	L5	C03
<b>Or</b>					
20.	a.	Break down the causes of conflict between service employees and customers.	07 Marks	L5	C03

## Part C

**Answer any Three Questions. Each question carries 15 marks**

**3Q x 15M=45M**

21.	a.	Using a real-life service organization explain how each characteristic of services affects its service delivery and customer experience. Support your answer with relevant examples.	15 Marks	L2	C01
22.	a.	Apply your knowledge of customer expectations and perception to design a service blueprint for a spa that enhances the customer experience.	15 Marks	L3	C02
23.	a.	Determine the most effective strategies for implementing and monitoring service standards across a large organization with multiple departments and diverse customer segments.	15 Marks	L5	C03
24.	a.	Analyze how service design and pricing strategies can be integrated to optimize profitability while maintaining service quality, considering the role of service employees.	15 Marks	L4	C04