



PRESIDENCY UNIVERSITY

BENGALURU

Roll No.														
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Mid - Term Examinations – October 2025

Date: 07-10-2025

Time: 11.45am to 01.15pm

School: SOC	Program: BBA, BBD	
Course Code: BMK3001	Course Name: Services Marketing	
Semester: V	Max Marks: 50	Weightage: 25%

CO - Levels	C01	C02	C03	C04	C05
Marks	24	26	-	-	-

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.

5Q x 2M=10M

1	Recall the meaning of Services	2 Marks	L1	C01
2	Differentiate Consumer and Customer	2 Marks	L1	C01
3	Moments of truth: Relate with an example	2 Marks	L1	C01
4	What do you mean by fully focused segmentation?	2 Marks	L1	C02
5	Brand Equity : Define	2 Marks	L1	C02

Part B

Answer ALL the Questions. Each question carries 10 marks.

4Q x 10M=40M

6.	Summarize the Characteristics of Services	10 Marks	L2	C01
Or				
7.	Explain 7Ps of Services Marketing Mix	10 Marks	L2	C01

8.	Interpret the factors influencing service expectations	10 Marks	L3	C01
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Or				
9.	Outline the Service Encounter Stage.	10 Marks	L2	C01

10.	Compare the dimension of Service quality	10 Marks	L2	C01
Or				
11.	Classify the Service Segmentation	10 Marks	L2	C02

12.	Explain the Service branding	10 Marks	L2	C02
Or				
13.	Illustrate any 2 service pricing with examples	10 Marks	L2	C02