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# PRESIDENCY UNIVERSITY

## BENGALURU

### Mid - Term Examinations – October 2025

**Date:** 07-10-2025

**Time:** 11.45am to 01.15pm

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

<b>CO - Levels</b>	<b>CO1</b>	<b>CO2</b>	<b>CO3</b>	<b>CO4</b>	<b>CO5</b>
<b>Marks</b>	<b>24</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.**

**5Q x 2M=10M**

<b>1</b>	Recall the meaning of Services	<b>2 Marks</b>	<b>L1</b>	<b>CO1</b>
<b>2</b>	Differentiate Consumer and Customer	<b>2 Marks</b>	<b>L1</b>	<b>CO1</b>
<b>3</b>	Moments of truth: Relate with an example	<b>2 Marks</b>	<b>L1</b>	<b>CO1</b>
<b>4</b>	What do you mean by fully focused segmentation?	<b>2 Marks</b>	<b>L1</b>	<b>CO2</b>
<b>5</b>	Brand Equity : Define	<b>2 Marks</b>	<b>L1</b>	<b>CO2</b>

### Part B

**Answer ALL the Questions. Each question carries 10 marks.**

**4Q x 10M=40M**

<b>6.</b>	Summarize the Characteristics of Services	<b>10 Marks</b>	<b>L2</b>	<b>CO1</b>
<b>Or</b>				
<b>7.</b>	Explain 7Ps of Services Marketing Mix	<b>10 Marks</b>	<b>L2</b>	<b>CO1</b>
<b>8.</b>	Interpret the factors influencing service expectations	<b>10 Marks</b>	<b>L3</b>	<b>CO1</b>

**Or**

**9.** Outline the Service Encounter Stage.

**10 Marks L2 CO1**

**10.** Compare the dimension of Service quality

**10 Marks L2 CO1**

**Or**

**11.** Classify the Service Segmentation

**10 Marks L2 CO2**

**12.** Explain the Service branding

**10 Marks L2 CO2**

**Or**

**13.** Illustrate any 2 service pricing with examples

**10 Marks L2 CO2**