



PRESIDENCY UNIVERSITY

BENGALURU

Roll No.															
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End - Term Examinations - December 2025

Date: 08-12- 2025

Time: 01:00pm - 04:00pm

School: SOC	Program: BBA, BBB	
Course Code : BMK3001	Course Name: Services Marketing	
Semester: V	Max Marks: 100	Weightage: 50%

CO - Levels	C01	C02	C03	C04
Marks	37	37	48	43

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 2marks.

10Q x 2M=20M

1.	Recall the meaning of Services	2 Marks	L1	C01
2.	What is people processing service?	2 Marks	L1	C01
3.	Interactive Marketing is delivering the promise - Relate the statement with company employees.	2 Marks	L1	C01
4.	Compare service and product in the context of Perishability	2 Marks	L1	C01
5.	What do you mean by service product?	2 Marks	L1	C02
6.	Service equity-Recall.	2 Marks	L1	C02
7.	List the principles of Service brand positioning.	2 Marks	L1	C02
8.	Find the non-monetary costs for services.	2 Marks	L1	C02
9.	Find the purpose of service environment.	2 Marks	L1	C03
10.	When does CRM become successful?	2 Marks	L1	C03

Part B

Answer ALL the Questions. Each question carries 7 marks.

5Q x 7M = 35M

11.	Apply zone of tolerance on Cab services.	07 Marks	L2	C01
Or				
12.	Compare the characteristics of service with product.	07 Marks	L2	C01
Or				
13.	Identify various conditions to balance the demand and capacity in services.	07 Marks	L3	C02
Or				
14.	Summarize the ethics should be followed for service communication.	07 Marks	L2	C02
Or				
15.	Outline the Bitners Service scape Model	07 Marks	L2	C03
Or				
16.	Classify the types of Customers.	07 Marks	L2	C03
Or				
17.	Illustrate the various types of Effective recovery system of a service with suitable examples.	07 Marks	L2	C04
Or				
18.	Infer the purpose of service guarantee.	07 Marks	L2	C04
Or				
19.	Interpret various reasons for service failure	07 Marks	L2	C04
Or				
20.	Explain the various steps that the companies take to deal complaining customers.	07 Marks	L2	C04

Part C

Answer any three Questions. Each question carries 15marks

3Q x 15M=45M

21.	A new fitness studio called FitWave has launched in the city, offering personalized workout plans designed by certified trainers and supported with advanced equipment. The studio has introduced an affordable monthly package with flexible payment options to attract young professionals. To reach more customers, they promote their services through social media challenges, influencer reviews, and free trial sessions. The studio is located near a busy tech hub, making it easy for members to visit before or after work. Inside, the space is clean, well-lit, and organized with clear instructions for each workout zone. Trainers greet members by name, assist them throughout the session, and monitor their progress regularly. Registration, feedback, and scheduling are all handled through a smooth mobile app that reduces waiting time and enhances convenience for users. Plan 7Ps for the case mentioned and describe it in detail.	15 Marks	L3	C01
22.	A fitness centre called FitLife Studio decided to improve its membership plans by understanding the different types of customers	15 Marks	L3	C02

	<p>who visit the gym. They noticed that young professionals preferred quick, high-intensity workouts, families were looking for weekend group sessions, senior citizens needed low-impact exercises, and fitness enthusiasts wanted advanced training programs. By segmenting their customers based on age, lifestyle, behaviours, and fitness needs, the gym created customized service packages for each group, which helped attract more members and increased overall customer satisfaction. Apply the types of segmentation for the above situation and segment it accordingly. Justify it .</p>			
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<p>23.</p>	<p>Café Bliss is a popular coffee shop located near a college campus. The manager wants to improve customer satisfaction and service consistency. To do this, they decide to create a Service Blueprint for the “Order and Delivery of Coffee” process. The blueprint helps the café visualize what happens at each stage, both frontstage (visible to customers) and backstage (invisible actions). Model a blueprint for café bliss coffee shop and explain each stage in detail.</p>	<p>15 Marks</p>	<p>L3</p>	<p>C03</p>
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<p>24.</p>	<p>A start-up that sells smart home security devices launched a series of short awareness videos on YouTube and Instagram, showing how families can monitor their homes remotely. Impressed by the demonstrations, many viewers clicked the link and entered their details to receive a free home-safety checklist, allowing the company to gather potential leads. Within a day, the sales team contacted these interested customers with personalized recommendations based on the size of their homes and offered a limited-time discount, encouraging many of them to make their first purchase. After installation, the company provided quick online support through chat and video calls, helping customers solve small technical issues and ensuring they were satisfied. As customers became comfortable with the system, the company suggested optional add-ons like smart alarms, extra cameras, and annual maintenance packages, which increased overall sales while strengthening customer trust. Apply the CRM Process for the situation mentioned and explain each phase accordingly.</p>	<p>15 Marks</p>	<p>L3</p>	<p>C03</p>
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<p>25.</p>	<p>Mr. Arjun, a customer of StarConnect Telecom, subscribed to a mobile data plan that promised unlimited high-speed internet for 30 days. However, after just 10 days, the speed dropped drastically, and when he contacted customer service, they refused to help or provide a refund. Feeling cheated, Arjun wants to file a case against the company, claiming deficiency in service and false advertising. Educate arjun to get more understanding by explaining him about the consumer protection act and right to information act.</p>	<p>15 Marks</p>	<p>L3</p>	<p>C04</p>
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