Roll No: | | | | | | | | | | | |

GAIN MORE KNOWLEDGE
REACH GREATER HEIGHTS

PRESIDENCY UNIVERSITY

Presidency University Act, 2013 of the Karnataka Act No. 41 of 2013 | Established under Section 2(f) of UGC Act, 1956
Approved by AICTE, New Delhi | Approved By BCI
Bengaluru

Mid Term Examinations - October 2026

Date: 07/10/2026 **Time:** 09:30 AM - 11:00 AM

Course Code: BMK3001 **Course Name:** Service Marketing

Semester: Fifth Semester **Max. Marks:** 50 **Weightage:** 50%

CO - Levels	CO1	CO2	CO3	CO4
Marks	70	66	22	22

PART A: Answer Following Questions. 10 M

Q.N.	Questions	M	CO	BT
1	Recall the meaning of Services	2	CO1	BT1
2	Differentiate Consumer and Customer	2	CO1	BT1
3	Moments of truth: Relate with an example	2	CO1	BT1
4	What do you mean by fully focused segmentation?	2	CO2	BT1
5	Brand Equity : Define	2	CO2	BT1

PART B : Answer Any 1 Following Questions. 10 M

Q.N.	Questions	M	CO	BT
6	Summarize the Characteristics of Services	10	CO1	BT2
7	Explain 7Ps of Services Marketing Mix	10	CO1	BT2

PART C: Answer Any 1 Following Questions. 10 M

Q.N.	Questions	M	CO	BT
8	Explain the GAP MODEL for Service Quality	10	CO1	BT2
9	Illustrate the dimensions in Service Quality	10	CO1	BT2

PART D: Answer Any 1 Following Questions. 10 M

Q.N.	Questions	M	CO	BT
10	Classify the Service Segmentation	10	CO2	BT2
11	Compare the types of Service Pricing	10	CO2	BT2

PART E: Answer Any 1 Following Questions. 10 M

Q.N.	Questions	M	CO	BT
12	Summarize the componets of Service Communication	10	CO2	BT2

13	Urban Company is a technology-based service platform that connects customers with professionals who provide services such as home cleaning, beauty treatments, appliance repair, plumbing, and electrical work. Unlike a physical product, customers cannot fully evaluate the service before purchasing it. Therefore, building trust, reliability, service quality, and a consistent customer experience is important for the brand. Urban Company has positioned its brand around convenience, professionalism, and standardized service experiences. Customers can select a service through the app, view prices, choose a time slot, and receive information about the service professional. The company also focuses on training and service standards to create greater consistency across different service providers. Ratings and reviews further help customers assess the expected quality of service. However, services branding can be challenging because the actual service is delivered by people and customer experiences may differ. For example, if a customer receives excellent service from one professional but poor service from another, it can affect the customer's perception of the entire Urban Company brand. Therefore, maintaining consistent service quality and resolving customer complaints effectively are important for protecting the brand image. Questions 1. Identify and explain any three services branding strategies used by Urban Company to build customer trust and brand value. 2. How can service quality, employee performance, and customer experience influence the brand image of Urban Company? Suggest two measures the company can adopt to maintain a consistent brand image.	10	CO2	BT3