

Roll No



**PRESIDENCY UNIVERSITY
BENGALURU**

**SCHOOL OF MANAGEMENT
MID TERM EXAMINATION - APR 2023**

Semester : Semester II - 2022-23

Course Code : BBA2009

Course Name : Sem II - BBA2009 - Service Management

Program : BAV, BBA, BBB, BBD, BBE

Date : 15-APR-2023

Time : 9.30 AM - 11.00 AM

Max Marks : 50

Weightage : 25%

Instructions:

- (i) Read all questions carefully and answer accordingly.
- (ii) Question paper consists of 3 parts.
- (iii) Scientific and non-programmable calculator are permitted.
- (iv) Do not write any information on the question paper other than Roll Number.

PART A

ANSWER ALL THE QUESTIONS

(5 X 2 = 10M)

1. Define Service. (CO1) [Knowledge]
2. Identify the difference between Goods and Service. (CO1) [Knowledge]
3. Define Service Market Segmentation (CO1) [Knowledge]
4. List out the process of Consumer Decision-Making. (CO2) [Knowledge]
5. Is Mystery shopping needed to measure customer service? (CO2) [Knowledge]

PART B

ANSWER ALL THE QUESTIONS

(2 X 10 = 20M)

6. Consider your recent experience with the service provider and enumerate the service marketing mix. (CO1) [Comprehension]
7. Consider a recent service purchase you have made. Which of the expectations influenced your decision? Reason it. (CO2) [Comprehension]

PART C

ANSWER THE FOLLOWING QUESTION

(1 X 20 = 20M)

8. Choose an organisation and apply the Service Quality Gaps Model to evaluate its service strategy. (CO2) [Application]