



**PRESIDENCY UNIVERSITY  
BENGALURU**

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

**Semester :** Semester IV - 2022-23

**Course Code :** BBA2009

**Course Name :** Sem IV - 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. Illustrate service marketing triangle.  
(CO1) [Knowledge]
2. List out the dimensions of Service Quality.  
(CO1) [Knowledge]
3. List out the characteristics of Services Management.  
(CO1) [Knowledge]
4. List out the process of Consumer Decision Making.  
(CO2) [Knowledge]
5. Describe the Desired Service.  
(CO2) [Knowledge]

**PART B**

**ANSWER ALL THE QUESTIONS**

**(2 X 10 = 20M)**

6. Describe the growth of service sector in Indian context.  
(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. Prepare the service blue print for placing the order in person for courier service.  
(CO2) [Application]