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PRESIDENCY UNIVERSITY BENGALURU

**SET-A**

SCHOOL OF MANAGEMENT

**END TERM EXAMINATION – MAY/JUNE 2024**

**Semester :** Semester IV - 2022

**Course Code :** BBA2009

**Course Name :**  Service Management

**Program :** BBA

**Date :** June 19, 2024

**Time :** 9:30 AM - 12:30 PM

**Max Marks :** 100

**Weightage :** 50%

**Instructions:**

1. *Read all questions carefully and answer accordingly.*
2. *Question paper consists of 3 parts.*
3. *Scientific and non-programmable calculator are permitted.*
4. *Do not write any information on the question paper other than Roll Number.*

**PART - A**

**ANSWER ANY 5 QUESTIONS 5 X 2 = 10M**

* 1. List out any four differences between goods and services.

(CO1) [Knowledge]

* 1. Identify the concepts of 'musts', 'satisfiers', and 'delights' by taking a particular service sector.

(CO2) [Knowledge]

* 1. Describe the service marketing triangle.
  2. Describe the elements of physical evidence for a movie theatre.
  3. List out any two innovations from a service sector of your choice.
  4. Outline the concept of emotional labor with the help of an example.
  5. Identify front-line and supporting staff for a service sector of your choice.

(CO3) [Knowledge] (CO4) [Knowledge]

(CO5) [Knowledge] (CO3) [Knowledge] (CO4) [Knowledge]

**PART - B**

**ANSWER ANY 5 QUESTIONS 5 X 10 = 50M**

* 1. Explain the service marketing mix for a hospital.

(CO1) [Comprehension]

* 1. "Knowledge about customer expectations is critical to service marketers." Summarize the sources of service expectations.

(CO2) [Comprehension]

* 1. Describe briefly each of the non-monetary costs that can influence the pricing of services and recognize various mechanisms to reduce non-monetary costs.

(CO3) [Comprehension]

* 1. You have been appointed as a marketing consultant by a multi-specialty corporate hospital. Describe the importance of physical evidence and people elements for a hospital.

(CO4) [Comprehension]

* 1. Describe the challenges and opportunities of marketing services, by taking a service sector of your choice.

(CO5) [Comprehension]

* 1. **“**Service innovation can be used to create offerings that previously couldn’t meet consumer demands, open up new market opportunities, and help an organization stand out from the competition.” Review the above statement by giving examples of service innovation from any sector.

(CO4) [Comprehension]

* 1. For a service sector of your choice, review the pricing strategies used.

(CO3) [Comprehension]

**PART - C**

**ANSWER ANY 2 QUESTIONS 2 X 20 = 40M**

* 1. “India’s services sector is a source of strength and is poised to gain more. From low to high value- added activities with export potential, the sector has enough scope to generate employment and foreign exchange and contribute to India’s external stability. “Illustrate the reasons for the growth of the service sector in India.

(CO1) [Application]

* 1. "The pricing of services is quite different from the pricing of goods. With the help of suitable examples, examine the different pricing strategies that are being followed by service organizations.

(CO3) [Application]

* 1. By considering a service sector of your choice, prepare a service blueprint and examine the components of the blue print.

(CO4) [Application]