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**Presidency University**

**Bengaluru**

**SCHOOL OF COMMERCE**

**Make-Up Examinations, July 2024**

**Semester**: V

**Course Code**: BBA 2009

**Course Name**: Service Management

**Program** :BBA

**Date**: 02 / July / 2024

**Time**: 9:30 am to 12.30 pm

**Max Marks**: 100

**Weightage**: 50%

**Instructions:**

1. *Read the all questions carefully and answer accordingly.*
2. *Question paper consists of three parts.*
3. *Scientific and Non Programable Calculators are Permitted.*
4. *Do not write any information on the question paper other than roll number.*

**Part A**

**Answer any FIVE Questions. (5 Q x 2 M = 10 M)**

1. Identify the 'desired service' that a customer expects when booking a hotel. (C.O.No.1) [Remember]

2. Identify the various service encounters a customer experiences when ordering grocery delivery through Blinkit. (C.O.No.2) [Remember]

3. Outline the concept of emotional labor with the help of an example. (C.O.No.3) [Understand]

4. Describe the service marketing triangle. (C.O.No.3) [Understand]

5. List out the elements of a service blueprint. (C.O.No.4) [Remember]

6. Name two companies from any service sector of your choice. (C.O.No. 5) [Remember]

7. List out any two innovations from a service sector of your choice. (C.O.No.5) [Remember]

**Part B**

**Answer any FIVE Questions. (5 Q x 10 M = 50 M)**

8. Discuss the service marketing mix for a bank. (C.O.No.1) [Apply]

9. Describe the stages of the service life cycle with relevant examples. (C.O.No.2) [Apply]

10. Knowledge about customer expectations is critical to service marketers. Summarize the sources of service expectations. (C.O.No.2) [Apply]

11. Explain the SERVQUAL model of service quality. (C.O.No.3) [Apply]

12. Describe briefly each of the non-monetary costs that can influence the pricing of services and recognize various mechanisms to reduce non-monetary costs. (C.O.No.3) [Apply]

13. Identify a particular service organization for which you believe 'physical evidence' is particularly important in communicating with customers. As a manager of that organization, explain the importance of physical evidence in the organization's marketing strategy. (C.O.No.4) [Apply]

14. Describe the challenges and opportunities of marketing services, by taking a service sector of your choice. (C.O.No. 5) [Apply]

**Part C**

**Answer any TWO Questions. (2 Q x 20 M = 40 M)**

15. Discuss how services are integral to any economy’s infrastructure and urban life, providing suitable examples. (C.O.No.1) [Analyze]

16. Compare the pricing strategies of services to those of goods, using suitable examples to illustrate the differences. (C.O.No.3) [Analyze]

17. Create a service blueprint for a chosen service sector and examine its components. (C.O.No.4) [Analyze]