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Register Number:

Name of the Candidate:

B.B.A. DEGREE EXAMINATION - 2015

(TELECOM MANAGEMENT)

THIRD YEAR

(PART – III - PAPER – IX)

320. SERVICES MARKETING

May)

(Time: 3 Hours

Maximum: 100 Marks

Section – A (10X2=20 Marks)

Answer all questions.

- 1) Define Services Marketing – Mix?
- 2) What is meant by Service Purchase?
- 3) Define Service Expectations?
- 4) What is meant by Service Quality?
- 5) What is Service Research?
- 6) Define Relationship Marketing?
- 7) What is meant by Service Failure?
- 8) Define Service Culture?
- 9) Who is a Service Intermediary?
- 10) What is meant by Customer Expectation?

Section – B (4X10=40 Marks)

Answer any four questions.

- 11) Differentiate between Marketing of goods and Marketing of Services.
- 12) Discuss the current issues in Customer Service?
- 13) State and explain the research objectives for Services?
- 14) How do customers respond to Service Failures?
- 15) Justify the importance of customers as contributors to Service Quality and Satisfaction?
- 16) Discuss the strategies to match Service Promises with delivery?

Section – C (2X20=40 Marks)

Answer any two questions

- 17) Describe about the customer perceptions regarding type of Service, Customer satisfaction and Service Quality?
- 18) Discuss the elements in an effective Services Marketing Research Program?
- 19) State and explain the components of Services Triangle and elements of Service Culture?
- 20) Explain the different approaches to Pricing of Services?

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