

Punjab Technical University
BBA Examination 2007-2008

BBA Semester - 5th SERVICES MARKETING 2007

Time : 03 Hours Maximum Marks : 75

Instruction to Candidates:

- 1) Section - A is compulsory.**
- 2) Attempt any Nine questions from Section - B.**

Section-A [15 × 2 = 30]

- a) Differentiate between the characteristics of products and services.
- b) List out the contribution of services sector in the Indian economy.
- c) Differentiate between quality determinants of products and services.
- d) Differentiate between profit and non-profit making service providing organizations.
- e) List out the objectives of Public Distribution System.
- f) What do you understand by scanning of the environment?
- g) Explain the psychological characteristics in the context of consumer behavior context.
- h) List out the various methods of market segmentation.
- i) Critically examine the statement; 'service quality is fitness for use'.
- j) What is skimming in the context of pricing?
- k) Define physical distribution in the context of services marketing?
- l) Define the role of market communication.
- m) Differentiate between the social and cultural services.
- n) What is competitive advantage?
- o) What is productivity?

Section-B [9 × 5 = 45]

- Q2) Explain the growth of service sector in the context of global economy.
- Q3) Explain the features of goods/Product with suitable examples.
- Q4) Explain various types of services in Indian context.
- Q5) Differentiate between the characteristics of financial and cultural services.
- Q6) Explain the importance of social services.
- Q7) How market segmentation is carried out in the context of services marketing?
- Q8) What is target market? How it is different to that of market segmentation?
- Q9) Elaborate the importance and method of designing marketing communication for the services.
- Q10) Explain Goods-Services continuum with suitable examples.
- Q11) Differentiate between the determinants of products and service quality with suitable examples.
- Q12) Elaborate the hurdles that come in the way of marketing of goods/service.
- Q13) Explain Political, economical, social and technological (PEST) and environmental analysis in the context of services marketing.