

July 2013

Bachelor of Business Administration (BBA) Examination

VI Semester**Marketing of Services**

Time 3 Hours]

[Max. Marks 80

Note : Attempt any four questions (out of seven questions) from Section A. Each question of Section A carries 15 marks. Section B is compulsory and carries 20 marks.

Section A

1. Define Service Marketing. Explain the classification of Service Marketing
2. Discuss the Consumer Decision Process in Service Marketing.
3. Define Service Quality. Describe the various dimensions of Service Quality.
4. Write a detail note on Managing Service Encounters from satisfactory outcomes.
5. What do you understand by Market Segmentation, Target Marketing and Positioning? Discuss the various basis of Market Segmentation in the Marketing of Services.
6. Discuss Marketing Planning for Banking Services or Health Services.
7. Explain different levels of Customer Relationships.

Section B

Consider yourself Marketing Manager of a Private Insurance Company. Your job profile is to take care of planning regarding segmentation of customer. Also formulate a plan for positioning of services offered by your Insurance Company.

Develop the plan in the light of above details and explain properly.

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