

June 2014

**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. Discuss the factors leading to the growth of service sector in today's marketing environment.
2. What do you mean by service consumer behaviour ? How service customer evaluate the service?
3. Describe how a service provider can manage service encounters for satisfactory outcomes.
4. Write a note on the market segmentation in the marketing of services.
5. What do you mean by service quality ? How a service provider can develop and maintain quality of services.
6. Explain the goal of relationship marketing.
7. Discuss marketing planning for Insurance Services or Tourism Services.

Section B

8. "In a country like India, the pricing of the medicare services is found to be a challenging task." In the light of this statement suggest the pricing / fee strategy which would serve the interest of poor and weaker sections of the society vis-a-vis would pave ways for the development of hospitals to keep pace with the increasing requirements.

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