(NO. OF PAGES: 1)

(FOR THE CANDIDATES ADMITTED
DURING THE ACADEMIC YEAR 2020 ONLY)

20 UBM 5S1

REG.NO. :

N.G.M.COLLEGE (AUTONOMOUS) : POLLACHI
END-OF-SEMESTER EXAMINATIONS : DECEMBER-2022

COURSE NAME: B.B.A — MAXIMUM MARKS: 50
SEMESTER: V — TIME : 2 HOURS

PART –IV
SERVICE MARKETING

SECTION – A (10 X 1 = 10 MARKS)

ANSWER THE FOLLOWING QUESTIONS. (K1)

1. Charging customers different prices for essentially the same service is called _____.
   a) Price discrimination b) supply and demand c) complementary d) Substitutes

2. _____ involves identifying the benefits and attributes that customers expect in a service
   a) Future expectations research b) Requirements research
   c) Lost customer research d) process checkpoint evaluations.

3. Competitor intelligence should be gathered _____ .
   a) Once a year b) Twice a year c) Continuously d) When competition is more.

4. Customers ultimately determine the services by _____.
   a) The type of competitors b) The cycle of fluctuations
   c) The price of the competitors d) The levels of marketing effectiveness and operational efficiency.

5. Among many services the demand for medical services tends to be _____.
   a) Inelastic b) Elastic c) Substitute demand d) Price cross elastic demand.

ANSWER THE FOLLOWING IN ONE OR TWO SENTENCES. (K2)

6. Define Service marketing.
7. Define marketing mix.
8. Define Segmentation.
9. Define Tourism marketing.
10. Define Hotel marketing.

SECTION –B (5X 8 = 40 MARKS)

ANSWER ANY FIVE OF THE FOLLOWING QUESTIONS. K4 & K5

11. List down the features of service marketing. **(K3)**
12. Examine the types of service marketing. **(K4)**
13. Determine the significance of service marketing. **(K5)**
14. Examine marketing mix for tourism industry. **(K4)**
15. Analyze Market segmentation in the hotel industry. **(K4)**
16. Analyze market segmentation in Transportation. **(K4)**
17. Categorize the users of hotel industry. **(K4)**
18. Examine the thrust areas for medical services. (**K4)**

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ETHICAL PAPER