

(FOR THE CANDIDATES ADMITTED
DURING THE ACADEMIC YEAR 2022ONLY)

22UBM5S1

REG.NO. :

N.G.M.COLLEGE (AUTONOMOUS) : POLLACHI
END-OF-SEMESTER EXAMINATIONS: NOVEMBER-2024
COURSE NAME: B.B.A **MAXIMUM MARKS: 50**
SEMESTER: III **TIME: 2 HOURS**

PART - IV
SERVICE MARKETING
SECTION – A

(10 X 1 = 10 MARKS)

ANSWER THE FOLLOWING QUESTIONS.

MULTIPLE CHOICE QUESTIONS.

(K1)

1. Which of the following is a unique characteristic of services as compared to goods?
a) Tangibility b) Perishability c) Standardization d) Storage capability
2. What type of market segmentation is commonly used in transport marketing?
a) Psychographic segmentation b) Geographic segmentation
c) Usage rate segmentation d) Benefit segmentation
3. In the tourism industry, which element is part of the marketing mix?
a) People b) Facilities c) Inventory d) Distribution channels
4. What is a primary marketing focus in the hotel industry?
a) Digital Marketing b) Convenience products
c) Location services d) Service customization
5. Emerging trends in Medicare often focus on:_____.
a) Product variety b) Service quality improvement
c) Traditional marketing practices d) Decreasing Medicare cost

ANSWER THE FOLLOWING IN ONE (OR) TWO SENTENCES.

(K2)

6. Define service marketing.
7. What are key users of transport services?
8. Explain market segmentation in the tourism industry.
9. Identify a major component of the marketing mix for the hotel industry.
10. What is a significant trend in hospital Medicare services?

SECTION – B

(5 X 8 = 40 MARKS)

ANSWER EITHER (a) OR (b) IN EACH OF THE FOLLOWING QUESTIONS.

(K4 & K5)

11. a) Discuss the differences between goods and services with examples.
(OR)
b) Explain the concept and importance of service marketing.
12. a) Identify and describe the different user groups of transport services.
(OR)
b) Discuss the role of the marketing mix in transport marketing. **(CONTD.....2)**

13. a) Describe the product offerings in tourism services and their unique features.
(OR)
b) Explain the factors involved in market segmentation for the tourism industry.
14. a) Describe the users of the hotel industry and their needs.
(OR)
b) Explain the components of the marketing mix specific to the hotel industry.
15. a) Describe the emerging trends in Medicare and their impact on hospital services.
(OR)
b) Explain the marketing mix components as applied to hospital services.
