

Roll No.....

**BBA-605 (O)**

**B.B.A. (Semester-VI) Examination-2014**

**Marketing of Services**

**Paper: Fifth**

Time: Three Hours] [Maximum Marks: 75

**Note: Attempt all questions. Each question carries 15 marks. (15x5=75)**

1. Describe the characteristics of Service Marketing? Also elaborate the differences between goods and services.

**Or**

What is Services Marketing? Describe the strategies strategy used by hospitality industry.



2

2. Elaborate the extended 7 P's of marketing mix of services.

Or

What services will you expect from nursing home?

3. Elaborate the Promotion mix use for financial services

Or

How are qualities of services measured? Discuss parameters.

4. Discuss the roles played by Government in regulating services provided by Multinational Banks in India

Or

“Wealth services of the government are still in need of proper co-ordination”. Comment on the statement.

3

5. Write short notes on any two of the following-

- (a) Marketing of family planning
- (b) Marketing of cardiac care
- (c) Service culture
- (d) the employee as a product