

Roll No.

BBA-605(O)

B. B. A. (Sixth Semester)
EXAMINATION, May/June, 2015
(Old Course)

Paper Fifth

MARKETING OF SERVICES

Time : Three Hours]

[Maximum Marks : 75

Note : Attempt all questions. All questions carry equal marks.

1. What is services marketing ? Elaborate the differences between goods and services.

Or

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

2. What is Product Mix ? Explain the product mix with the help of financial services.

Or

What services will you expect for hospitality industry ?

3. Explain the various promotional tools for services.

Or

Discuss the roles played by government in regulating services by banks.

4. Define service quality. What are measures taken to enhance the service quality ?

Or

What is physical evidence ? Why is it important in services ?

5. Write short notes on any *two* of the following :

- (a) Service culture
- (b) Family Planning marketing
- (c) 'People' as P of marketing mix