

**BACHELOR IN BUSINESS  
ADMINISTRATION (SERVICES  
MANAGEMENT) (BBASM)  
Term-End Examination  
December, 2024**

**BSM-004 : FOUNDATIONS OF SERVICES  
MARKETING**

*Time : 2 Hours*

*Maximum Marks : 50*

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**Note :** *Answer all the questions.*

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1. Answer all the questions. Each question carries  
1 mark : 1×10=10

(a) Fill in the blanks :

- (i) ..... is the difference between  
customer expected services and  
customer perceived services.
- (ii) SSTs stands for .....

- (iii) Intangibility, perishability, inseparability and variability are the features of ..... .
  - (iv) ..... is defined as the caring, individualized attention that the firm provides to its customers.
  - (v) Charging customers different prices for essentially the same service is called ..... .
- (b) State whether the following questions are True or False :
- (i) The product or service offered is the foundation of any marketing oriented business.
  - (ii) Marketing is both a set of activities performed by organizations and a social process.
  - (iii) Total customer value consists of product value and service value.
  - (iv) Intangibility is the characteristic of service.
  - (v) Healthcare can be categorized as people processing service.

2. Explain any *five* of the following in about **100** words each. Each question carries 2 marks : 2×5=10

- (a) Define the term 'Service' with examples.
- (b) What are the reasons for Gap 1 in service quality model ?
- (c) Upward communication.
- (d) External marketing.
- (e) Explain the role of service intermediary.
- (f) Customer equality.
- (g) What is Service Performance Gap ?
- (h) Define interactive marketing.

3. Answer any *four* of the following in about **250** words each. Each question carries 5 marks : 5×4=20

- (a) What are the factors leading to service performance gap ? Explain with examples.
- (b) Elucidate technology based service offerings.
- (c) Define intangibility of service. Explain its features.
- (d) Explain how the customer perceptions of service quality can affect purchase interview.

- (e) What mistakes do organisations make while setting the performance targets ?
- (f) What are the key drives of service quality, customer retention and profits ?

4. Answer any *one* question in **500** words :

10×1=10

- (a) What are the defensive marketing effects of service for customer retention ? Explain with examples.
- (b) Describe the concept of tangibility spectrum.

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