No. of Printed Pages : 4 **BSM–015**

BACHELOR OF BUSINESS ADMINISTRATION (SERVICES MANAGEMENT) [BBA(SM)]

Term-End Examination

December, 2024

BSM-015 : MANAGING SERVICE PROMISES

Time : 2 Hours *Maximum Marks : 50*

Note : *There are **four** questions in this paper. Answer all questions.*

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

   (a) The .... nature of services creates problems for consumers both before and after purchase.

   (b) .... represents the facts that the service is a performance it often cannot be previewed or inspected in advance of purchase.

(c) .... are formal promises made to customers about aspects of the service they will receive.

(d) .... refers to the fact that price cannot be hidden or implicit.

(e) .... is an unethical practice.

(f) Online .... are powerful methods of real time pricing.

(g) .... involves selling prices consistent with customer's perception of value.

(h) .... communications are either downward from management to employees or upward from employees to management.

(i) The .... approach focuses on the prices charged by other firms in the same industry or market.

(j) .... is determined by comparing buyer's reference price to the actual price that he or she pays.

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

(a) Write a note on 'Management of Services Promises'.

(b) Explain the term 'Price Discrimination'.

(c) What is the focus of competition based pricing on service ?

(d) Explain the effect of internet on the perception of customers towards pricing.

(e) What are the *four* ways in which customers define value ?

(f) Explain the term transaction value in detail.

(g) What is direct perceived value rating ?

(h) Explain the term 'Time Cost'.

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

(a) Why there is need for the service companies to educate customers ?

(b) Why is it important to create strong service brand ?

(c) Describe the *three* basic marketing price structures.

(d) Explain the term 'Consortium Pricing' in detail.

(e) What are the *four* customers definition of value ?

(f) Think about two services that you have subscribed to currently and analyse their Pricing Strategy.

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

$10 \times 1 = 10$

(a) What according to you would be the best strategy for an advertisement to communicate the experience at a 3D movie theatre ?

(b) What are the pricing practices that a firm need to avoid as they practice ethics and legality ?

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