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**BSM-015**

**BACHELOR OF BUSINESS  
ADMINISTRATION (SERVICES  
MANAGEMENT) (BBASM)**

**Term-End Examination**

**December, 2025**

**BSM-015 : MANAGING SERVICE PROMISES**

*Time : 2 Hours*

*Maximum Marks : 50*

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***Note : All questions are compulsory.***

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1. Fill in the blanks. Each question carries  
1 mark : 10×1=10
- (a) ..... existence is the implication  
showing that the service is difficult if  
not impossible.

- (b) ..... is a vivid mental picture of a service's benefits or qualities such as showing people on vacation having fun.
- (c) ..... communications are those across functional boundaries in an organisation.
- (d) ..... is whatever I want in a product or service.
- (e) ..... pricing strategy is used by products that can be divided into two distinct parts.
- (f) The ..... lowers price sensitivity.
- (g) ..... is an example of favouritism where it is portrayed that all bidders are equal but yet there are some who are not.
- (h) ..... means linking the service to a tangible person, place or object.
- (i) ..... branding consists of various strategies to sell the brand inside the company.

- (j) ..... imagery integrates two or more items in some mutual action resulting in improved recall.
2. Answer any *five* of the following questions in about **100** words each. Each question carries 2 marks : 5×2=10
- (a) Explain the term 'Customer Education'.
  - (b) Explain the term 'Psychological Costs'.
  - (c) What is competition based pricing for services ?
  - (d) Explain the term 'Dumping'.
  - (e) Explain the term 'shared cost effect'.
  - (f) What is the need of IMC ?
  - (g) Why is there need of Price Discrimination ?
3. Answer any *four* of the following questions in about **250** words each. Each question carries 5 marks : 4×5=20
- (a) How does service intangibility pose a service communication challenge ?

- (b) How can an organisation leverage social media for communication ?
- (c) Explain the concept of discounting in detail with example.
- (d) Why is it important to create a strong service brand ?
- (e) Explain the use of viral marketing.
- (f) Discuss the impact of Internet on the perception of consumers towards pricing.

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

1×10=10

- (a) Draw and explain service branding model.

*Or*

- (b) Provide an example of an industry where you see price war happening. Elaborate on strategies used by the companies involved.

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