

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

**Term-End Examination**

**June, 2025**

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

*Time : 2 Hours*

*Maximum Marks : 50*

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***Note : Attempt all questions.***

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

(a) Fill in the blanks :

(i) The marketing between contact  
people and customer is referred to  
as ..... .

(ii) ..... enables both customers and  
employees to be more effective in  
getting and providing services.

- (iii) Total customer value consists of product value and ..... value.
  - (iv) The extended marketing mix for service includes ..... .
  - (v) “Every business is a service business” was quoted by ..... .
- (b) State whether the following statements are True or False :
- (i) Making goods or performing services is called marketing.
  - (ii) Services as a product represents all the services limited only to banking.
  - (iii) Customer gap is the differences between customer expectations and perception.
  - (iv) Moments of truth in services marketing was given by Jan Carlson.
  - (v) Legal services can be categorised as people processing services.

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

- (a) Explain the heterogeneity features of service.
- (b) What is the key to closing the customer gap ?
- (c) Intangibility in services.
- (d) Define defensive marketing.
- (e) Explain behavioural intentions.
- (f) What is tangibility spectrum ?
- (g) Derived service
- (h) Explain credence qualities.

3. Answer any *four* of the following in about **250** words. Each question carries 5 marks :

4×5=20

- (a) Discuss the contribution of the service industry to the Indian economy.
- (b) How is technology changing the service industry ?
- (c) Explain 'Service Stink' with example.

- (d) Explain the customer gap of the GaP model of service quality.
- (e) Discuss the customer equity model.
- (f) “Customer plays as crucial variable in provider GaP 3.” Justify the statement.

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

1×10=10

- (a) Define service. Discuss the elements of service marketing mix with a suitable example.
- (b) List out the key drivers of service quality, customer retention and profits.

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