

Roll No.

--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--

Total No. of Pages : 01

Total No. of Questions : 08

**BBA (Sem.-6)**  
**SERVICES MARKETING**  
Subject Code : BBA-611-18  
M.Code : 79349

Time : 2 Hrs.

Max. Marks : 60

**INSTRUCTIONS TO CANDIDATES :**

1. Attempt any FIVE question(s), each question carries 12 marks.

1. Develop a marketing strategy for a company that wants to launch a rural arts program in metro cities.
2. *“The internet has dramatically changed the way service marketers communicate with their customers”*. Comment.
3. Identify and explain the product support services which automobile manufacturers can offer to remain competitive/for gaining a competitive advantage.
4. Why do customers switch service providers? Can you do anything as a marketer to prevent the customers from switching?
5. Explain the term ‘word of mouth communication’ and discuss its significance for a health service provider.
6. What is the significance of the location of services marketing? What are various strategies for service marketers to effective service delivery for intermediaries?
7. Discuss the main reason for including elements of people in the marketing mix of services. What is the effect of globalization on this element of the service marketing mix?
8. *“Service organizations always try to differentiate in the services being offered by them”*. How is it done? Discuss its benefits.

**Note:** Any student found attempting answer sheet from any other person(s), using incriminating material or involved in any wrong activity reported by evaluator shall be treated under UMC provisions.

**Student found sharing the question paper(s)/answer sheet on digital media or with any other person or any organization/institution shall also be treated under UMC.**

**Any student found making any change/addition/modification in contents of scanned copy of answer sheet and original answer sheet, shall be covered under UMC provisions.**