

Marketing Group  
Course Code: 6BBA4  
Course: Service marketing  
Credit: 4  
Last Submission Date: October 31, (for January session)  
April 30 (for July Session)

Max. Marks:-30

Min. Marks:-10

Note:-attempt all questions.

Que.1 Define service? Differentiate between goods and services.

Lkxkvk dh 0; k[; k dhft, \ mRi id तथा सेवाओं के मध्य अंतर स्पष्ट/ dhft, A

Que.2 How differentiation of services can be achieved in the light of its unique characteristics?

सर्विसेस के डिफरेंशिएशन को उसके विशिष्ट विशेषताओं के प्रकाश में किस प्रकार  
iklr fd; k tk l drk g\

Que.3 What is service positioning? Explain different types of positioning.

Lkvaओं की पोजिशनिंग/ l s vki D; k l e>rs g\ विभिन्न प्रकारों की पोजिशनिंग/ dk  
o.ku dhft, A

Que.4 Explain the behaviour of consumer in service encounter.

l fo\ , udkm\j e\ mi HkkDrk ds 0; ogkj dks l e>kb, A

Que.5 Define demand. What are the strategies for managing demand in service ?

डिमांड को परिभाषित/ dhft, A l fo\ \ e\ fMekM ds i\k dh j. kuhfr; kj D; k g\

Que.6 What do you mean by service quality? explain its process.

Lkfo\ \ DokfyVh l s vki D; k l e>rs g\ \ bl ds i\k \ dh 0; k[; k dhft, A

Que.7 Explain the gap analysis in service.

Lkfo\ \ è Gap analysis dh 0; k[; k dhft, A

Que.8 Write short note:- (Any two)

Lkf{klr fVli . kh fyf[k, - %dkbz nk\

(1) Physical evidence in service

l fo\ e\ Physical evidence

(2) Quality circle

DokfyVh circle

(3) Service life cycle

l fo\ thou pdz

(4) Service marketing triangle

10] marketing triangle

Que.9 Explain competitive advantage in service marketing.

सेवा विपणन में प्रतिस्पर्धात्मक लाभ बताएं

Que.10 Explain why physical audience & service is very important for customers.

क्यों अति आवश्यक है महत्वपूर्ण उपभोक्ताओं के