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BACHELOR OF BUSINESS ADMINISTRATION (B.B.A.)

EXAMINATION: MAY - 2025

SEMESTER - VI

Sub : Services Marketing (BBA22-614MM)

Date : 23/05/2025

Total Marks : 60

Time: 10.00 am To 12.30 pm

Instructions: 1) All questions are compulsory.
 2) Figures to the right indicate full marks.

Q. 1. Choose the most appropriate option. (05)

1. _____ is not an element of the 3 extended Ps of services marketing mix.
 - a) People
 - b) Physical Evidence
 - c) Process
 - d) Product
2. _____ is the main purpose of service quality
 - a) Increasing sales
 - b) Reducing costs
 - c) Enhancing customer satisfaction
 - d) Increasing employee productivity
3. _____ is an example of a service process
 - a) Building a car
 - b) making furniture
 - c) Painting a portrait
 - d) Repairing a computer
4. _____ is not an element of physical evidence.
 - a) Employee dress
 - b) Facility design
 - c) Equipment
 - d) Employee Training
5. _____ is an example of a service process
 - a) Building a car
 - b) making furniture
 - c) Painting a portrait
 - d) Repairing a computer

Q. 2. State True / False (05)

1. Auto Repair service is difficult to evaluate.
 - a) True
 - b) False
2. Dental surgery is not a service.
 - a) True
 - b) False
3. Extended Ps of Service Marketing Mix are People, Process and Physical Evidence
 - a) True
 - b) False
4. Customer service is not an important part of services marketing.
 - a) True
 - b) False
5. Services cannot be physically owned by the customer.
 - a) True
 - b) False

Q. 3. Write Short notes on (Any Three) (15)

1. Significance of the service industry in India's economic growth
2. 'Ownership' in services
3. Online Services
4. Technology integration enhancing service quality
5. Concept of Intangibility in services with at least two real-life examples

Q. 4. Answer in detail (Any Two) (20)

1. Discuss the major challenges faced by the Indian service industry.
2. Differentiate between Goods and Services in detail.
3. Explain the **Product Life Cycle of Services**, including all five stages, and provide relevant examples.
4. Explain the role of 'People' in the service marketing mix. Discuss how frontline employees influence customer satisfaction with suitable examples.

Q. 5. Case study (15)

The Rise of Ola in India's Service Industry

Ola, a homegrown ride-hailing service, has revolutionized urban mobility in India. Founded in 2010, Ola disrupted the traditional taxi business by leveraging technology to offer convenient, affordable, and accessible transport solutions. The company introduced a mobile app that connected drivers with passengers, eliminating the need for customers to haggle with local taxi drivers.

Despite its success, Ola faced challenges, including regulatory hurdles, driver dissatisfaction due to fluctuating earnings, and competition from global rivals like Uber. Moreover, Ola had to continuously innovate by introducing services like Ola Auto, Ola Share, and Ola Electric to stay ahead.

Given the Indian market's price sensitivity and infrastructure constraints, Ola had to balance affordability, driver incentives, and profitability. Additionally, the company expanded into financial services, food delivery, and international markets to diversify its offerings.

Questions :

1. How did Ola leverage technology to differentiate itself in the Indian service industry?
 2. What challenges did Ola face in the highly competitive ride-hailing market in India?
 3. How can Ola sustain its market leadership in the future despite rising competition and regulatory constraints?
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