

TILAK MAHARASHTRA VIDYAPEETH, PUNE
BACHELOR OF BUSINESS ADMINISTRATION (B.B.A.) (071)
EXAMINATION: DECEMBER - 2025
SEMESTER - V

Sub.: Services Marketing (BBA23-514-MKTG)

Date : 22/12/2025

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. Services are _____ rather than tangible products
 - a) Mechanical
 - b) Invisible
 - c) Intangible
 - d) Durable
2. Services cannot be _____ for future use.
 - a) Produced
 - b) Stored
 - c) Delivered
 - d) Standardized
3. The 4 I's of services include Intangibility, Inseparability, Variability, and _____.
 - a) Inventory
 - b) Innovation
 - c) Interaction
 - d) Inspection
4. Service quality depends largely on the _____ element
 - a) Product
 - b) Price
 - c) People
 - d) Promotion
5. Physical evidence helps customers evaluate _____ services
 - a) Tangible
 - b) Low-quality
 - c) Intangible
 - d) Seasonal

Q. 2. State True / False (05)

1. Services can be stored for later use.
 - a) True
 - b) False
2. Inseparability means services are produced and consumed at the same time.
 - a) True
 - b) False
3. Services are more consistent than goods.
 - a) True
 - b) False
4. Physical evidence is important in service marketing.
 - a) True
 - b) False
5. Customer participation has no role in service delivery.
 - a) True
 - b) False

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

1. Intangibility of Services
2. Physical Evidence
3. Service Marketing Mix
4. Perish ability of Services
5. Service Quality

Q. 4. Answer in detail (Any Two)

(20)

1. Explain the characteristics of services with suitable examples.
2. Discuss the role of technology in service delivery.
3. Explain how customer participation influences service quality.
4. Discuss the differences between goods and services.

Q. 5. Case study

(15)

City Care Diagnostics is a chain of diagnostic centers offering medical tests such as blood tests, X-rays, and full-body checkups. The service is popular for its advanced equipment and quick report generation. However, recently several issues emerged—patients complained about long waiting times, unclear communication from staff, and inconsistent service quality between locations.

To improve service quality, City Care plans to redesign its service processes, introduce staff training programs, and upgrade physical evidence by improving seating areas, signboards, and digital kiosks. The management also wants to implement feedback systems to understand patient expectations better.

Questions:

1. Which characteristics of services (intangibility, variability, inseparability, perishability) are visible in the case? Explain.
 2. Using the Service Quality Gap Model, identify the gaps CityCare is facing.
 3. Suggest improvements using People, Process, and Physical Evidence
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