

TILAK MAHARASHTRA VIDYAPEETH, PUNE
BACHELOR OF BUSINESS ADMINISTRATION (B.B.A.) (071)
EXAMINATION: DECEMBER - 2025
SEMESTER - VI
Sub : Services Marketing (BBA22-614MM)

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)

- Services are _____ and cannot be touched or stored.
 - Tangible
 - Visible
 - Intangible
 - Measurable
- The 4 I's of services include Intangibility, Inseparability, Inconsistency, and _____.
 - Innovation
 - Inventory
 - Independence
 - Information
- Services are produced and consumed _____.
 - Separately
 - Frequently
 - Simultaneously
 - Slowly
- People, Physical Evidence, and _____ form the extended service marketing mix.
 - Price
 - Process
 - Promotion
 - Packaging
- The Service Quality Gap Model highlights gaps between customer expectations and _____.
 - Company objectives
 - Employee satisfaction
 - Management policies
 - Actual service delivered

Q. 2. State True / False (05)

1. Services are tangible in nature
a) True
b) False
2. Perishability means services cannot be stored for future use
a) True
b) False
3. Goods and services follow the same marketing strategies
a) True
b) False
4. Internal marketing focuses on training and motivating employees.
a) True
b) False
5. Physical evidence influences customers' service experience.
a) True
b) False

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

1. Intangibility of Services
2. Extended Service Marketing Mix
3. Goods vs Services
4. Grönroos Model of Service Quality
5. Inseparability of Services

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

1. Explain the 4 I's and 1 O characteristics of services with examples.
2. Discuss challenges faced in marketing of services
3. Explain the Service Quality Gap Model.
4. Describe the importance of People, Physical Evidence, and Process in service marketing.

Q. 5. Case study (15)

QuickHeal Clinics offer general healthcare and diagnostic services across several cities. Their tagline "Care with Consistency" reflects their goal to deliver reliable service. However, patients have reported: Long waiting times, Unclear communication from staff, Different levels of service quality across branches. QuickHeal management notices that the service experience varies because staff training, internal processes, and physical evidence differ from one branch to another. To improve quality, they plan to adopt the Service Quality Gap Model, train employees, and standardize service processes.

Questions :

1. Identify which service characteristics (intangibility, variability, inseparability, perishability) are affecting QuickHeal's service delivery.
 2. Using the Service Quality Gap Model, which gaps can be identified in this case?
 3. Suggest improvements in People, Process, and Physical Evidence to enhance service quality.
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