

TILAK MAHARASHTRA VIDYAPEETH, PUNE
BACHELOR OF BUSINESS ADMINISTRATION (B.B.A.) (071)

EXAMINATION: MAY - 2026

SEMESTER - V

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

Date : 26/05/2026

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 primarily:
 - a) Tangible
 - b) Homogeneous
 - c) Intangible
 - d) All of the above
2. The additional 3 Ps in service marketing mix are:
 - a) People, Product, Promotion
 - b) People, Physical Evidence, Process
 - c) Price, Place, Promotion
 - d) Planning, Process, Promotion
3. Service quality gap model was developed by:
 - a) Kotler
 - b) Gronroos
 - c) Parasuraman
 - d) McCarthy
4. Perishability means:
 - a) Services cannot be owned
 - b) Services cannot be stored
 - c) Services cannot be produced
 - d) Services are tangible
5. Internal marketing refers to:
 - a) Advertising to customers
 - b) Training and motivating employees
 - c) Selling abroad
 - d) Public relations

Q. 2. State True / False (05)

1. Services result in ownership transfer.
a) True b) False
2. Service sector contributes significantly to GDP.
a) True b) False
3. Goods are intangible
a) True b) False
4. People are part of extended marketing mix
a) True b) False
5. Service quality is not important for customer retention.
a) True b) False

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

1. Definition of Services
2. Growing Importance of Services
3. Intangibility
4. Product in Service Marketing
5. Perishability

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

1. What are the Traditional Service Marketing Mix (4Ps).
2. Discuss the Characteristics of Services (4 I's and 1 O).
3. How People, Process, and Physical Evidence contribute to service quality and are they critical in service industries?.
4. Elaborate on who is responsible for maintaining service quality and relate it with internal marketing supports it.

Q. 5. Case study (15)

A leading private bank has recently received an increasing number of customer complaints regarding long waiting time, unfriendly staff behavior, and frequent technical issues in online banking services. Customers have also expressed dissatisfaction because the bank's advertisements promise "fastest service and 24/7 customer support," but their actual experience does not match these claims. Due to this, customer retention rates have declined.

Questions:

1. What are the service characteristics involved in this case.
 2. Analyze the situation using the Service Quality Gap Model.
 3. Recommend suitable strategies using the Extended Service Marketing Mix (7Ps).
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