

Satyug Darshan Institute of Engineering & Technology, Faridabad

Department of Management Studies

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Programme: BBA DM	Year & Semester: 3rd & 6th
Course Name: Service Marketing	Course Code: BBA/DIMK/605
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Unit I

Short answer questions

Q.N.	Question	KL
1	Define service marketing.	1
2	State the distinctive characteristics of services.	1
3	Describe the concept of service marketing mix.	2
4	Explain the meaning of growth of services.	2
5.	State the challenges in marketing of services.	1

Long answer questions

Q.N.	Question	KL
1.	Explain the concept and scope of service marketing in detail.	2
2.	Discuss the distinctive characteristics of services and their marketing implications.	2
3.	Describe the service marketing mix and explain its elements with suitable examples.	2
4.	Analyse the factors responsible for the growth of the service sector in India.	4
5.	Explain consumer behavior in services and discuss the factors influencing it.	2

Unit II

Short answer questions

Q.N.	Question	KL
1	Define customer expectations.	1
2	Explain the concept of customer perception of service.	2
3	State the meaning of service quality.	1
4	Describe service encounters.	2
5	Define service failure.	1

Long answer questions

Q.N.	Question	KL
1	Explain customer needs and expectations in service marketing.	2
2	Discuss the concept of service quality and its dimensions.	2
3	Analyse the relationship between service quality and customer satisfaction.	4
4	Explain service failure and recovery strategies with suitable examples.	2
5	Describe service guarantees and evaluate their role in service organizations.	2

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Unit III

Q.N.	Question	KL
1	Define new service development.	1
2	State the types of new services.	1
3	Explain customer defined service standards.	2
4	Describe physical evidence in services.	2
5	Define servicescape.	1

Long answer questions

Q.N.	Question	KL
1	Explain the types of new services with suitable examples.	2
2	Discuss the challenges involved in service design and development.	2
3	Describe the stages in the new service development process.	2
4	Analyse the role of physical evidence in service marketing.	4
5	Explain the concept of self-service technologies and evaluate their impact on service delivery.	2

Unit IV

Q.N.	Question	KL
1	Define service delivery system.	1
2	Explain the role of employees in service delivery.	2
3	Describe the role of customers in service delivery.	2
4	State the meaning of integrated service marketing communications.	1
5	Define pricing of services.	1

Long answer questions

Q.N.	Question	KL
1	Explain the role of employees and customers in service delivery.	2
2	Discuss service delivery through intermediaries and electronic channels.	2
3	Explain integrated service marketing communications and its components.	2
4	Analyse the challenges involved in pricing of services.	4
5	Evaluate different pricing strategies used in service marketing.	5