

**BACHELOR OF BUSINESS
ADMINISTRATION (SERVICES
MANAGEMENT) [BBA(SM)]
Term-End Examination
December, 2024**

BSM-015 : MANAGING SERVICE PROMISES

Time : 2 Hours

Maximum Marks : 50

Note : *There are **four** questions in this paper.*

Answer all questions.

1. Answer all the questions. Fill in the blanks.
Each question carries 1 mark : $1 \times 10 = 10$
 - (a) The nature of services creates problems for consumers both before and after purchase.
 - (b) represents the facts that the service is a performance it often cannot be previewed or inspected in advance of purchase.

- (c) are formal promises made to customers about aspects of the service they will receive.
 - (d) refers to the fact that price cannot be hidden or implicit.
 - (e) is an unethical practice.
 - (f) Online are powerful methods of real time pricing.
 - (g) involves selling prices consistent with customer's perception of value.
 - (h) communications are either downward from management to employees or upward from employees to management.
 - (i) The approach focuses on the prices charged by other firms in the same industry or market.
 - (j) is determined by comparing buyer's reference price to the actual price that he or she pays.
2. Answer any *five* of the following questions in about **100** words each. Each question carries 2 marks : 2×5=10
- (a) Write a note on 'Management of Services Promises'.
 - (b) Explain the term 'Price Discrimination'.

- (c) What is the focus of competition based pricing on service ?
 - (d) Explain the effect of internet on the perception of customers towards pricing.
 - (e) What are the *four* ways in which customers define value ?
 - (f) Explain the term transaction value in detail.
 - (g) What is direct perceived value rating ?
 - (h) Explain the term 'Time Cost'.
3. Answer any *four* of the following questions in about **250** words each. Each question carries 5 marks. 5×4=20
- (a) Why there is need for the service companies to educate customers ?
 - (b) Why is it important to create strong service brand ?
 - (c) Describe the *three* basic marketing price structures.
 - (d) Explain the term 'Consortium Pricing' in detail.
 - (e) What are the *four* customers definition of value ?
 - (f) Think about two services that you have subscribed to currently and analyse their Pricing Strategy.

4. Answer any *one* question in **500** words :

10×1=10

- (a) What according to you would be the best strategy for an advertisement to communicate the experience at a 3D movie theatre ?
- (b) What are the pricing practices that a firm need to avoid as they practice ethics and legality ?

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