

**BACHELOR OF BUSINESS
ADMINISTRATION (SERVICE
MANAGEMENT) (BBASM)**

Term-End Examination

June, 2026

**BSM-004 : FOUNDATIONS OF SERVICES
MARKETING**

Time : 2 Hours

Maximum Marks : 50

Note : *Attempt all questions.*

1. Answer all questions. Each question carries 1 mark.
 - (a) Fill in the blanks : 5×1=5
 - (i) describe the employees skills in serving the clients.
 - (ii) The services a customer expects are called the service package.
 - (iii) The act of delivering a product is by definition called a

- (iv) Service means that services cannot be seen, tasted, felt, heard and smelled.
- (v) means that services cannot be stored for later sale (or) use.
- (b) Answer the following : $5 \times 1 = 5$
- (i) SSTs refers to :
- (A) Service standards testing
 - (B) Self service technologies
 - (C) Standard service technologies
 - (D) Self service treatment
- (ii) Which one of the following types of retailers is “D-Mark” ?
- (A) Discount store
 - (B) Super market
 - (C) Convenience store
 - (D) Catalogue store

- (iii) Which of the following options is impacted directly by service encounter ?
- (A) Service quality
 - (B) Customer retention
 - (C) Projects
 - (D) Post-purchase behaviour
- (iv) Survey instruments used to assess customer perception of service quality called :
- (A) CETSCALE
 - (B) SERVQUAL
 - (C) SERVPREF
 - (D) DINESERV
 - (E) RSQS
- (v) Moments of truth in services marketing was given by :
- (A) Gary Armstrong
 - (B) Parasurama
 - (C) Jan Carlzon
 - (D) Rosser Reeves

2. Explain any *five* of the following questions in about **100** words each. Each question carries 2 marks : 5×2=10

- (a) Define the term service with suitable example.
- (b) Discuss credence qualities.
- (c) What are the Paradoxes and concerns of technology based services ?
- (d) Describe referral value.
- (e) What is customer loyalty ?
- (f) Write a note on 'profitability'.
- (g) Define the term 'over promising by services'.
- (h) What is upward communication ?

3. Answer any *four* of the following in about **250** words. Each question carries 5 marks : 4×5=20

- (a) Explain various characteristics of service.
- (b) Discuss 'service stink' with an example.
- (c) Elucidate the factors leading to services performance gap with example.

- (d) Describe the customer equity model.
 - (e) What is positive behavioural intention ?
Explain.
 - (f) Explain key drivers of service quality.
4. Answer any *one* question in **500** words :
- 1×10=10
- (a) How the customer perceptions of service quality can affect purchase intentions ?
Explain with suitable example.
- Or*
- (b) Explain the SERVQUAL model in detail.

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