

# TRIBHUVAN UNIVERSITY

2081

**B.B.S. (4 Yrs.)/ IV Year / MGMT**

**Fundamentals of Service Marketing**

**MKT-254 (New Course)**

**Full Marks: 100**

**Time: 3 hrs.**

*Candidates are required to give their answers in their own words as far as practicable.*

*The figures in the margin indicate full marks.*

## **Group "A"**

**Brief Answer Questions**

**[10×2=20]**

**Attempt ALL questions.**

1. Point out the components of the services marketing mix.
2. Write down any two reasons for the growth of service marketing.
3. What is a service encounter?
4. Give the meaning of the zone of tolerance.
5. What is a service blueprint?
6. Mention the types of service guarantees.
7. Give any two examples where services are distributed through indirect channels.
8. Point out the importance of marketing research in service business.
9. What is service recovery?
10. Give the meaning of internal communication.

**P.T.O.**

### **Group "B"**

#### **Descriptive Answer Questions**

**[5×10=50]**

Attempt any FIVE questions.

11. Define service. Explain the characteristics of service with examples. (4+6)
12. Differentiate between transactional marketing and relationship marketing. (10)
13. What are the factors affecting customer expectations? Explain. (10)
14. What is the service-profit chain? Explain. (10)
15. Explain the various pricing objectives with examples. (10)
16. Discuss the factors affecting the distribution channel for service products. (10)
17. Explain the emerging service sector of Nepal in short. (10)

### **Group "C"**

#### **Analytical Answer Questions**

**[2×15=30]**

Attempt any TWO questions.

18. Discuss the concept of market segmentation and its relevance in service marketing. (5+10)
19. Discuss the new service product concept and its development process. (5+10)
20. Discuss the service promotion mix's components and explain the importance of promotion in service marketing (5+10)

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