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Register Number:

DATE:

**ST. JOSEPH’S COLLEGE (AUTONOMOUS), BANGALORE-27**

**UG –VI SEMESTER**

**SEMESTER EXAMINATION: APRIL 2022**

(Examination conducted in July-August 2022)

**BC DEM 6518 : Marketing of Services**

Time- 2 ½ hrs Max Marks-70

**This paper contains 1 printed page and four parts**

**Section A**

**I.** Answer ***any five*** of the following (**2 x 5 = 10 marks)**

1. What is Services Marketing?
2. Give the meaning of service delivery.
3. What is market segmentation?
4. State any four hospital service extensions.
5. Give the meaning of legal process outsourcing.
6. State the difference between Expected and Perceived Service Quality.

**Section B**

**II. Answer any three of the following (5 x 3 = 15 marks)**

1. Briefly explain the Service Challenges faced in India.
2. Write a note on Internal Marketing of services.
3. Briefly explain the role of services provided by the travel agencies.
4. Briefly explain the concept of marketing the medical transcription services.

**Section C**

**III. Answer any two of the following (15 x 2 = 30 marks)**

1. What is SLA? Explain in detail the nature of work and classification of Business Process Management.
2. What is a hotel? Explain in detail the guest cycle and classification of hotels.
3. What is Service Delivery? Explain in detail role of service provider and intermediaries involved in service delivery.

**Section D**

**IV. Answer the following (15marks)**

1. A. Briefly explain the reasons for the growth in service sectors. **(5 Marks)**
2. B. What is GAP Analysis? Explain the GAP Model developed by Parasuram, Berry and Zeithaml. **(10 Marks)**