

RAN-2508000703010002

S.Y.B.B.A. (Digital Mktg.) (Sem.-III) Examination November - 2025
Service Management (Major -1) (CC-301)

Time: 2 Hours]
[Total Marks: 50
સૂચના : / Instructions

- (1) ઉપરોક્ત દર્શાવેલ વિગતો ઉત્તરવહી પર અવશ્ય લખવી.
Fill up strictly the above details on your answer book
- (2) Write to the point answers.
- (3) Figures to the right indicate marks allotted to those questions.
- (4) Draw diagrams wherever necessary.
- (5) All questions are compulsory to attend.

Seat No.:

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Student's Signature

- Q.1. Answer the following questions in brief. (Any Five) 10**
- a. Define Services.
 - b. What do you mean by Possession processing services. Give an Example.
 - c. List down various products of banking sector.
 - d. What do you mean by value-based pricing?
 - e. Differentiate facilitating services and enhancing services.
 - f. List down components of a service blueprint.
 - g. What is difference between agents and brokers?
- Q.2. Explain various unique characteristics of services. Also explain reasons and various strategies to overcome them. 14**
- OR**
- Q.2. a. Explain Competition Based Pricing and Value based pricing giving suitable examples. 7**
- b. Explain role of employees in service delivery in brief. 7**
- Q.3. What do you mean by Retailing? Explain Organised and Unorganised retailing. List down various plyers of Organised retail. Explain 7Ps of Services in detail. Support your answer with suitable examples. 14**
- OR**
- Q.3. a. Explain Communication Gap and Perceptual Gap arise in the services. Also explain various strategies to overcome these gaps. 7**
- b. Explain different types of Jaycustomers in brief. 7**
- Q.4. Attempt any three of the following 12**
- a. Any Three Challenges faced by service sector in India
 - b. Service Blueprint
 - c. Elements of Servicescapes
 - d. Role of Marketing Communication
 - e. SERVQUAL