

**(FOR THE CANDIDATES ADMITTED
DURING THE ACADEMIC YEAR 2023 ONLY)**

23 UBM 5S1

REG.NO. :

**N.G.M.COLLEGE (AUTONOMOUS) : POLLACHI
END-OF-SEMESTER EXAMINATIONS: NOVEMBER-2025**

**B.B.A
SEMESTER: V**

**MAXIMUM MARKS: 50
TIME: 2 HOURS**

**PART - IV
SERVICE MARKETING
SECTION – A**

(10 X 1 = 10 MARKS)

ANSWER THE FOLLOWING QUESTIONS.

MULTIPLE CHOICE QUESTIONS.

(K1)

1. Which of the following best describes the intangibility feature of services?
 - a) Services can be seen and touched
 - b) Services are perishable
 - c) Services cannot be seen or touched before purchase
 - d) Services can be stored for later use
2. In transport services, pricing is often influenced by:
 - a) Cost of vehicles only
 - b) Customer demand and route distance
 - c) Government tax policies alone
 - d) Promotional discounts only
3. Which element is most crucial in the tourism marketing mix?
 - a) Physical evidence
 - b) Warehousing
 - c) Research and development
 - d) Packaging
4. Which of the following is NOT a component of hotel service marketing?
 - a) Front office management
 - b) Housekeeping
 - c) Guest satisfaction
 - d) Inventory control for spare parts
5. Which of the following is an emerging trend in hospital marketing?
 - a) Ignoring patient feedback
 - b) Digital health services and online consultation
 - c) Limiting communication with patients
 - d) Reducing service standards

ANSWER THE FOLLOWING IN ONE (OR) TWO SENTENCES.

(K2)

6. Define service quality.
7. List any two factors influencing customer satisfaction in transport marketing.
8. What is the role of “People” in tourism marketing?
9. Write a short note on guest experience in hotel services.
10. What is meant by telemedicine in hospital marketing?

SECTION – B

(5 X 8 = 40 MARKS)

ANSWER EITHER (a) OR (b) IN EACH OF THE FOLLOWING QUESTIONS.

(K4 & K5)

11. a) Explain the nature and unique characteristics of services with suitable examples.

(OR)

- b) Discuss the role and significance of service marketing in today’s business environment.

(CONTD.....2)

12. a) Describe the marketing strategies used in transport services.
(OR)
b) Explain the importance of customer relationship management in transport marketing.
13. a) Discuss the role of promotional activities in tourism marketing.
(OR)
b) Explain the factors influencing tourist buying behaviour.
14. a) Explain the importance of service quality and customer retention in hotel marketing.
(OR)
b) Discuss the application of the 7Ps in hotel service marketing.
15. a) Examine the impact of technology on modern hospital services and patient care.
(OR)
b) Discuss the elements of the marketing mix in the healthcare industry
