



PRACTICE SET
End Semester Examination, December, 2025

Program: BBA

Semester: V

Subject: Services Marketing

Subject Code: 11CCDE308

Course Learning Objectives:

CLO1: To understand the nature, characteristics, and growing significance of services in modern economies.

CLO 2: To analyze the contribution and role of the service sector in the Indian economy and global markets.

CLO 3: To examine how services differ from goods and identify strategies for service positioning, differentiation, and competitive advantage.

CLO 4: To evaluate key concepts of service quality, customer value, service design, and strategies for building long-term customer relationships.

Course Outcomes:

On the completion of the Course, the students will be able to:

CO1: Define and explain the core concepts, characteristics, and strategic importance of services in business and economic development.

CO 2: Demonstrate knowledge of the structure, trends, and growth of the Indian service sector, and its integration into the global services economy.

CO 3: Apply the 7 Ps of service marketing and differentiate service offerings to create unique customer value.

CO 4: Assess and manage service quality using tools like SERVQUAL, ISO, and service blueprinting, and design strategies for customer satisfaction, loyalty, and competitive advantage.

SECTION A

Question for Five (5) marks:

1. What do you mean by “Intangibility” in services. [CO1, Unit I, BTL-LOT, Remembering]
2. Compare between goods and services with examples. [CO1, Unit I, BTL-LOT, Understand].
3. Describe the importance of customer interaction in service management. [CO1, Unit I, BTL-LOT, Understand]
4. Give two examples of service-based organizations in India. [CO1, Unit I, BTL-LOT, Understand]
5. Describe the role of technology in managing modern services. [CO1, Unit I, BTL-LOT, Understand]
6. What is meant by Outsourcing? Give an example [CO2, Unit II, BTL-LOT, Remember]
7. Identify any two Indian organizations recognized for their service excellence and briefly explain the nature of services they provide. [CO2, Unit II, BTL-LOT, Understand]
8. Explain the concept of the service economy with examples. [CO2, Unit II, BTL-LOT, Understand]
9. Explain the relationship between the service sector and the overall economy [CO2, Unit II, BTL-LOT, Understand]
10. Summarize the relevance of services to India’s economic development. [CO2, Unit II, BTL-LOT, Understand]
11. What is meant by service positioning? [CO3, Unit III, BTL-LOT, Remember]
12. Identify any two factors affecting service differentiation. [CO3, Unit III, BTL-LOT, Remember]
13. Describe how the 7 P’s of Services help in designing a service strategy. [CO3, Unit III, BTL-LOT, Understand]
14. Discuss how service innovation contributes to competitive advantage. [CO3, Unit III, BTL-LOT, Understand]
15. Explain the significance of customer feedback in service management. [CO3, Unit III, BTL-HOT, Analyze] [CO3, Unit III, BTL-LOT, Understand]
16. Define customer value proposition (CVP). [CO4, Unit IV, BTL-LOT, Remember]
17. Explain the meaning of benchmarking in service industries. [CO4, Unit IV, BTL-LOT, Understand]
18. List three elements of customer relationship management. [CO4, Unit IV, BTL-LOT, Remember]
19. Discuss the relationship between service quality and customer loyalty. [CO4, Unit IV, BTL-LOT, Understand]

20. Explain why measuring customer satisfaction is important for service firms. [CO4, Unit IV, BTL-LOT, Understand]

SECTION -B

Question for Ten (10) marks:

21. Illustrate with examples how service quality affects customer satisfaction. [CO1, Unit-I, BTL- LOT, Apply]
22. Analyze the impact of globalization on the service industry. [CO1, Unit-I, BTL- HOT, Analyze]
23. Appraise the critical elements of service management in a hospitality business. [CO1, Unit-I, BTL- HOT, Analyze]
24. Explain how the use of IT and communication technologies has helped specific Indian service industries (such as banking, education, or healthcare) expand their operations? [CO2, Unit-II, BTL- LOT, Understand]
25. Critically evaluate how outsourcing has influenced the quality, stability, and diversity of employment opportunities in India. [CO2, Unit-II, BTL- HOT, Evaluate]
26. Analyze whether India's service boom has been inclusive or limited to urban regions. [CO2, Unit-II, BTL- HOT, Analyze]
27. Analyze the relationship between service positioning and market perception, highlighting how positioning strategies influence customer attitudes. [CO3, Unit-III, BTL-HOT, Analyze]
28. A mobile banking app is losing customers to competitors. Apply service differentiation concepts to increase customer retention. [CO3, Unit-III, BTL-LOT, Apply]
29. Examine how cultural and regional factors affect service differentiation in India. [CO3, Unit-III, BTL-HOT, Analyze]
30. Examine the link between customer value proposition and customer satisfaction. [CO4, Unit-IV, BTL-HOT, Analyze]
31. Justify how a weak service marketing strategy can negatively affect customer relationships, providing examples or reasons to support your answer. [CO4, Unit-IV, BTL-HOT, Analyze]
32. An e-commerce startup wants to differentiate its delivery services. Apply service marketing strategies to create a competitive advantage. [CO4, Unit-IV BTL-LOT, Apply]

SECTION C

Question for twenty (20) marks:

- 33.** Swiggy, a food delivery service, operates in a competitive environment where delivery time, food quality, and customer response matter the most. Swiggy integrates AI-based route optimization, live tracking, and a strong complaint redressal mechanism. The organization considers each delivery partner as a brand representative. However, managing service consistency across thousands of partners remains a key challenge. [CO1, Unit-I, BTL-HOT, Evaluate]
- A) Evaluate how Swiggy's service management practices contribute to customer satisfaction and loyalty. (10 marks)
 - B) Analyze how technology and human factors together shape Swiggy's overall service experience, and propose ways to balance both effectively. (10marks)[CO1, Unit-I, BTL-HOT, Evaluate]
- 34.** 'Services offer unlimited opportunities for innovation.'"[CO1, Unit-I, BTL-HOT, Analyze, Evaluate]
- A) Explain the meaning of the statement and discuss why services are considered to have high potential for innovation.
 - B) Critically evaluate the limitations or challenges that may restrict innovation in the service sector.
- 35.** A multinational telecom company outsourced its customer support operations to India to save costs. The Indian BPO employees handle calls, emails, and chat support from clients across different time zones. While outsourcing created thousands of jobs, it also led to stress and high attrition due to night shifts and performance pressures. Organizations have started offering better training, wellness programs, and performance incentives to retain talent. [CO2, Unit-II, BTL-HOT, Analyze Create]
- A) Analyze the impact of outsourcing on employment quality and opportunities in India. (10 marks)
 - B) Propose strategies for BPO firms to improve employee satisfaction and reduce attrition. (10 marks)
- 36.** India has emerged as a global hub for outsourcing, particularly in IT, BPO, and knowledge process outsourcing (KPO). Multinational companies increasingly rely on Indian firms to reduce costs, access skilled talent, and maintain round-the-clock operations. This growth has created millions of jobs, enhanced technology adoption, and strengthened India's presence in international markets. However, outsourcing also presents challenges such as employee attrition, cultural differences, and increasing global competition. Indian service firms must continuously innovate and maintain high quality to remain competitive globally. [CO2, Unit-II, BTL-HOT, Analyze Evaluate]

A) Analyze how outsourcing has contributed to India's emergence as a global service hub, highlighting its impact on employment, technology, and international business relationships.

B) Discuss the key challenges and risks associated with outsourcing for Indian service firms, and suggest strategies to overcome them.

37. Critically assess factors affecting service differentiation in the healthcare sector. [CO3, Unit-III, BTL-HOT, Analyze Evaluate]

38. Tata Sky, a leading DTH service provider, faces intense competition. To differentiate itself, it uses innovative features like interactive TV, multiple language support, and personalized content packages. Regional preferences and cultural diversity influence the selection of channels and content packages. Their strategy considers these cultural and regional factors to maintain a unique position in the Indian market. [CO3, Unit-III, BTL-HOT, Analyze Evaluate]

A) Analyze how Tata Sky uses cultural and regional factors to differentiate its services.

B) Evaluate whether these differentiation strategies effectively strengthen its market position.

39. "With the rise of digital tools, organizations increasingly use online feedback systems, social media reviews, and mobile apps to monitor customer satisfaction and improve service quality". With context to the given statement, evaluate how digital customer feedback systems help organizations manage and enhance their service delivery. [CO4, Unit-IV, BTL-HOT, Evaluate]

40. StarHealth Hospitals, a private healthcare provider, noticed patient complaints about delayed appointments and inconsistent care quality. To address this, the hospital introduced standard operating procedures, regular staff training, and digital patient feedback systems. They benchmarked their services against top hospitals to ensure quality improvement and maintain competitive advantage. [CO4, Unit-IV, BTL-HOT, Analyze, Evaluate]

A) Analyze how StarHealth used service quality standards and benchmarking to improve patient satisfaction.

B) Evaluate the effectiveness of digital feedback systems in managing and enhancing healthcare service quality.

Summary:

CO Wise:

CO	Question No.	Marks
CO1	1,2,3,4,5,21,22,23,33,34	95
CO2	6,7,8,9,10,24,25,26,35,36	95
CO3	11,12,13,14,15,27,28,29,37,38	95
CO4	16,17,18,19,20,30,31,32,39,40	95

Unit Wise:

Unit	Question No.	Marks
I	1,2,3,4,5,21,22,23,33,34	95
II	6,7,8,9,10,24,25,26,35,36	95
III	11,12,13,14,15,27,28,29,37,38	95
IV	16,17,18,19,20,30,31,32,39,40	95

Blooms Taxonomy Level (BTL) Wise

BTL	Question No.	Marks
LOT	1,2,3,4,5,6,7,8,9,10,11,13,14,16,17,18,19,20,21,24,28,32	130
HOT	12,15,22,23,25,26,27,29,30,31,33,34,35,36,37,38,39,40	250

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Disclaimer: - This is a Practice Set. The Question in End term examination will differ from the Practice set. This Practice set is meant for practice only.