



ADITYA DEGREE COLLEGES

* ANDHRA PRADESH *

VI SEMESTER - PREFINAL EXAMINATIONS

III BBA- Marketing of Services

Max. Marks : 75

Time : 3 Hours

Date: 24-03-2019

SECTION-A

I Answer any Five questions:

5x 5 = 25 M

1. State any five features of consumer protection act.
2. Explain the concept of deficiency in services
3. Stages in service planning?
4. Explain hotels and hospitality marketing
5. What are the factors that determine service standard.
6. Insurance service Marketing
7. What are the factors for selection target markets.
8. State the differences between Goods & services.

SECTION-B

II. Answer the following questions:

5 x 10 = 50 M

9. (a) Explain role of services in Indian Economy

(Or)

- b) Explain types of Services.

10. a) Explain the concept of service planning

(Or)

- b) Explain the concept of service organising.

11. a) What are the challenges of service design.

(Or)

- b) Explain the stages in New service development

12. a) Explain the concept of financial services. Make special reference to bank services

(Or)

- b) Explain the importance & principles of Insurance

13. a) What is G.S.T explain

(Or)

- b) List out various provisions of consumers protection Act 1986.