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III Semester B.B.A.(Aviation Management) Degree Examination, April - 2023

BUSINESS ADMINISTRATION

Services Marketing for Aviation

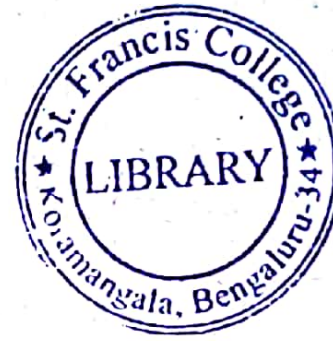
(NEP Scheme)

Time : 2½ Hours

Maximum Marks : 60

Instructions to Candidates:

Answer should be written in English only.



SECTION - A

Answer any five of the following questions. Each question carries two marks. (5×2=10)

1. a. Give the meaning of services marketing.
- b. What is SERVQUAL?
- c. Give the marketing mix elements of services.
- d. List any four importance of services marketing.
- e. Which service sectors were highly affected during COVID - 19?
- f. What is services marketing Triangle?
- g. What are the four determinants of service quality?

SECTION - B

Answer any four of the following questions. Each question carries five marks. (4×5=20)

2. Briefly explain the service marketing septem.
3. Mention the role of technology in services marketing.
4. Explain services perishability with examples.
5. What are the various pricing strategies in marketing of services?
6. What are the various services rendered in logistics?

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SECTION - C

Answer any **two** of the following questions. Each question carries **twelve** marks.

(2×12=24)

7. Explain the characteristics and economic significance of tourism services.
8. Explain in detail the differences between goods and services.
9. Explain briefly the various components of service marketing system.

SECTION - D

Answer any **one** of the following question. Each question carries **six** marks. (1×6=6)

10. Develop a service marketing mix of an Airline catering business.
 11. You have been appointed as a member of the expert committee to suggest improvement in marketing the tourism industry. What are the suggestions you can offer to develop infrastructure for tourism in your state?
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