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DCAM301

Reg. No.

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III Semester B.B.A.M. Degree Examination, February/March - 2024

AVIATION MANAGEMENT

Services Marketing For Aviation

(NEP Scheme F+R)

Paper : 3.1

Time : 2½ Hours

Maximum Marks : 60

**Instructions to Candidates:**

Answers to be written completely in English only.

**SECTION - A**Answer any **FIVE** of the following questions. Each question carries **2** marks. (5×2=10)

1. a) Define services marketing.
- b) Mention any two characteristics of services.
- c) What is service marketing mix.
- d) What are the components of service triangle?
- e) Give the meaning of Customer Gap.
- f) List any four players in Healthcare service sector.
- g) What do you mean by interactive marketing?

**SECTION - B**Answer any **FOUR** of the following questions. Each question carries **5** marks. (4×5=20)

2. What are the distinctive characteristics of services.
3. Why is services marketing important?
4. How are services different than goods?
5. Write a note on GAP model of service quality.
6. Briefly describe the classification of services.

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**SECTION - C**

(2×12=24)

Answer any **TWO** of the following. Each question carries 12 marks.

7. Discuss quality function deployment for services and its advantages in detail.
8. Explain in detail the marketing of healthcare services.
9. Elaborate on the recent trends in services marketing.

**SECTION - D**

(1×6=6)

Answer any **ONE** of the following question carries 6 marks.

10. Draw the Service Triangle and relate it an airline as example.
  11. Choose any travel agency of your choice and device a service marketing mix.
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