

International Islamic University Chittagong
Department of Business Administration
Program: BBA, Spring 2022
Mid Term Examination

Course Code: MKTG4804; Course Title: Services Marketing

Time: 1 hr 30 min.

Marks: 30

[Answer three questions only. Figures in the right-hand margin indicate marks.]

- 1 a. Elaborate the characteristics of services with its resulting implications. 5 CLO1
b. What are the challenges of services marketing? 5 CLO1
- 2 a. What do you think as a service provider you should do or do not in case of spontaneity and coping? 5 CLO1
b. Identify the determinants of customer satisfaction. How customers judge the five dimensions of service quality for car repair, hotel and airlines services? 5 CLO1
- 3 a. How firms can get benefits from relationship marketing? 3 CLO1
b. Explain the term 'Customer is not always right'. 3 CLO1
c. Discuss the retention strategies with example. 4 CLO2
- 4 a. What are the characteristics of service guarantee? Why a good guarantee works? 5 CLO1
b. Discuss four types of service recovery strategies. 5 CLO2