

International Islamic University Chittagong  
Department of Business Administration  
Program: BBA

Mid Term Examination, Spring 2023

Course Title: Services Marketing, Course Code: MKTG-4804

**Time: 1.5 Hours**

**Marks: 30**

[Answer all of the following questions. All parts of the same question must be answered serially.  
Figures in the right hand margin indicate marks]

Sl	Questions	CLO	H/L Order	Marks
1.	a) Elaborate the characteristics of services with resulting implications.	CLO1	Understand	5
	b) Identify and briefly describe the challenges of services marketing.		Evaluation	5
	<b>Or</b>			
	c) How customers judge the five dimensions of service quality for internet brokerage and medical care?	CLO1	Evaluation	4
	d) What do you think as a service provider you should do or do not in case of spontaneity and coping?		Understand	3
	e) Describe determinants of customer satisfaction in brief.		Remember	3
2.	a) Identify and discuss typology of exchange relationship in brief.	CLO2	Understand	5
	b) Describe relationship strategies in brief		Apply	5
3.	a) Explain at least four service recovery strategies for an organization.	CLO1	Apply	4
	b) What advantages does a successful service guarantee offer a business?		Understand	3
	c) Identify the characteristics of effective service guarantee in brief.		Remember	3