

S.No. : 413

SSM 204

No. of Printed Pages : 04

Following Paper ID and Roll No. to be filled in your Answer Book.

PAPER ID : 27337

Roll  
No.

--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--

**B. B. A. (Prof.) Examination 2021-22**  
**(Even Semester)**

**MARKETING OF SERVICES**

*Time : Three Hours*

*[Maximum Marks : 60]*

**Note :-** Attempt all questions.

**SECTION - A**

1. Attempt all parts of the following :  $8 \times 1 = 8$
- (a) What do you understand by service quality?
  - (b) Define positioning of services.
  - (c) Name any three services included in GATT agreement.
  - (d) What is non-monetary cost in service marketing?

**[ P. T. O. ]**