

Total No. of Questions: 4

Total No. of Printed Pages: 1

AISSMS College of Hotel Management and Catering Technology, Pune

Seat No:

[0607]/VSEC246/2025/BHMCT\_SEM4

SYBHMCT (Fourth Semester) Examination, 2025

VSEC246 – MARKETING OF SERVICES

(2023 Pattern)

Time: 1 Hour

Maximum Marks: 15

Instructions: -

- (i) Solve any three questions
- (ii) All questions carry equal marks.
- (iii) Draw diagrams wherever necessary.

Q1. Explain the terms :

- |   |       |
|---|-------|
| A) Consumer Behavior                                    | [ 1 ] |
| B) Place  | [ 1 ] |
| C) Physical Evidence                                    | [ 1 ] |
| D) Personal Selling                                     | [ 1 ] |
| E) Service Encounter                                    | [ 1 ] |
| Q2. Define Service Blueprint with its importance.       | [ 5 ] |
| Q3. Analyze the element of Physical Evidence.           | [ 5 ] |
| Q4. Write any 5 tools to measure Customer Satisfaction. | [ 5 ] |

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