



Daffodil International University
Faculty of Business & Entrepreneurship
Department of Business Administration
Program: BBA

Semester: Spring 2026

Examination: Mid-term

Time: 1.5 Hours

Full Marks: 25

Course Code: 0414-411

Course Title: Service Marketing

Section: A

Course Teacher's Initial Name: DMI

Answer all of the following questions.

(5x5=25)

1. a. Describe the four key characteristics of services (intangibility, inseparability, heterogeneity, perishability) with suitable examples. 03
- b. Explain the Zone of Tolerance using the example of delivery time in food delivery services (Foodpanda) 02 (CLO-2, Level-2)
2. a. Compare the marketing challenges of a physical product company and a ride-sharing service (e.g., Pathao). 2.5
- b. Identify possible reasons for the Knowledge Gap (Gap 1) in government hospitals in Bangladesh. 2.5 (CLO-4, Level-4)
3. Analyze the SERVQUAL dimensions in the context of airline services operating in Bangladesh. 05 (CLO-4, Level-4)
4. Evaluate the importance of internal marketing in service organizations and the relationship between service quality and customer loyalty. 05 (CLO-5, Level-5)
5. a. Propose practical steps a telecom operator (Banglalink) can take to reduce the Customer Gap. 2.5
- b. Design a service recovery strategy for a university facing student complaints about course registration delays. 2.5 (CLO-6, Level-6)