



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

Semester: Spring 2025

Examination: Mid-term

Time: 1 Hour 30 Minutes

Full Marks: 25

Course Code: MKT-406

Course Title: Service Marketing

Section: 61-A

Course Teacher's Initial Name: DMI

Answer all of the following questions.

(5x5=25)

1. Differentiate between tangible products and services. **Analyze** the distinctive features of services with reference to Uber Bangladesh. (2+3) [CLO- 1 + 2] [LEVEL- 4]
2. **Discuss** the components of the extended marketing mix for services and **compare** the marketing challenges faced by BRAC Bank and Pran-RFL Group. (5)
[CLO- 1 + 2] [LEVEL- 6]
3. **Discuss** the GAP model of service quality how each gap in the model can be evaluated in the context of the hospitality industry, specifically for The Westin Dhaka. (5)
[CLO- 1 + 3] [LEVEL- 6]
4. **Identify** the key factors influencing customers' expectations of desired and adequate service. Demonstrate how the concept of the "Zone of Tolerance" applies to a ride-sharing service like Pathao. (3+2)
[CLO- 1 + 2] [LEVEL- 3]
5. Compare and contrast service quality and customer satisfaction. **Assess** how the five dimensions of service quality can be applied to evaluate the performance of Grameenphone. (2+3)
[CLO- 1 + 4] [LEVEL- 5]