



**Prahladrai Dalmia Lions College of Commerce &
Economics (Government Aided & Affiliated to University of
Mumbai & AICTE, New Delhi)
NAAC Re-accredited with 'A' Grade (III Cycle) ISO
21001:2018 Certified University of Mumbai Recognised Research
Centre in Accountancy, Commerce & Business
Economics
A Government Approved Hindi Linguistic
Minority Institute 52 Years of Sterling
Performance in Education**

NOTICE

17/09/2025

This is to inform all FYBBI students that the internal assessment (20 marks) for the course **Service Marketing** will be evaluated on the basis of following :

- A. Class Test - 10 Marks (Already conducted in the month of August-2025)**
- B. Home assignment – 05 Marks**
- C. Viva voce on the assignment given -05 Marks**

Questions for assignment :

1. Characteristics of services
2. Scope of services in India
3. Reasons for the growth of service sector
4. Seven Ps of service marketing mix
5. Marketing of banking services
6. Factors influencing buyer's behaviour
7. Managing customers expectations
8. Conflict handling in service
9. Customer delight
10. Benefits of customer relationship

Note:

1. All the questions are compulsory.
2. Students have to be present in person for the submission.
3. Submission of assignments to be done on proper A4 size ruled paper ONLY.
4. **Front page:** Certificate (Format is already shared).

5. **2nd page** should contain the following details -

Name of the student

Roll no.

Class and Division

Semester

Subject

Date.

6. **3rd page** onwards Assignment .

7. **The entire project must be hand written.**

8. Students need to submit the Soft-copy & Hard-copy both of assignment only after concerned teacher's signature. Google link will be provided on the same day.

9. If the student fails to present himself on the given date and time he will be marked **ABSENT** for the said subject.

10. Any Submissions after the above mentioned date and time will not be accepted and entertained under any circumstances.

Submission:

FYBBI – A - Date: Friday, 26th September, 2025, Time : 1.10 Pm to 2.50 Pm

FYBBI – B - Date: Monday, 29th September, 2025, Time: 1.10 Pm to 2.50 Pm



Ms. Subhashini Naikar
Vice Principal (SFC)



Prof. (Dr.) D.N Ganjewar
Principal

DI/N-STD/Gen/00