

B.B.A. SEM- V (2010 COURSE) : SUMMER – 2019
SUBJECT: SERVICES MANAGEMENT

Day : Monday Time : 2.00 pm to 5. 00 pm
Date : 15/04/2019 S-2019-2016 Max. Marks : 70

N. B.

- 1) Q. no.1 is **COMPULSORY**.
 - 2) Attempt any four questions from Q. no. 2 to Q. no. 7.
 - 2) Figures to the **right** indicate full marks.
-

- Q. 1** What is service quality? Discuss the GAP model in service quality. (14)
- Q. 2** Discuss the importance of management of banking services for any banks to deliver good services to its customers. (14)
- Q. 3** Write note on importance of pricing policies for firms under hospitality services. (14)
- Q. 4** Explain “Patterns and determinants of demand”. (14)
- Q. 5** Discuss the growth of service sector in India. What is the reason for this growth? (14)
- Q. 6** Discuss in detail the 7 Ps of services marketing. (14)
- Q. 7** Write short notes on **ANY TWO** of the following. (14)
- a) Difference between goods and services
 - b) Waiting line strategies.
 - c) Challenges in services marketing.

* * *