

**B.B.A. SEM – V (2015 CBCS COURSE) : SUMMER - 2018**

**SUBJECT: SERVICES MANAGEMENT**

Day : **Tuesday**  
Date : **24/04/2018**

**S-2018-1610**

Time: **02.00 PM TO 05.00 PM**  
Max. Marks: 100

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**N.B.:**

- 1) Attempt any **FOUR** questions from **Section-I**. Each question carries **15 Marks**
  - 2) Attempt any **TWO** questions from **Section-II**. Each question carries **20 Marks**
  - 3) Both the sections should be written in **SEPARATE** answer book
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**SECTION-I**

- Q.1** Define Service. Distinguish between goods and services. Explain in detail, classification of services.
- Q.2** What do you mean by service quality? Explain in detail, its determinants.
- Q.3** What do you mean by Capacity Planning? Discuss the strategy for managing capacity to match demand.
- Q.4** Explain the different components of Promotion mix.
- Q.5** Write short notes on: (Any **THREE**)
- a) Distribution of services
  - b) Methods of Pricing in services
  - c) Blue print of service
  - d) Patterns of demand.

**SECTION-II**

- Q.6** What do you mean by Product Portfolio? Explain its significance in the context of Banking services.
- Q.7** You wish to start a Cafe Shoppee in a semi-urban city. How will you proceed? Give your marketing plan with suitable assumptions.
- Q.8** 'Incredible India' - a slogan to motivate tourists has been found effective. Do you agree with this view? Defend your arguments.

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